LOOK

FEBRUARY 10, 1942 . . . 10¢ 12¢ IN CANADA

Why America Can't Lose

By RAYMOND CLAPPER

Mussolini—Hitler's No. 1 Prisoner

How to Improve Your Skiing

By OTTO LANG

372 22 R 3 OCT 43
MRS LESLIE J FULLER
146 STANWIX
ROME N Y

Here's why my family starts each day the healthful *Super* breakfast way!

Pardon me for looking angelic, but . . . I *am* mighty happy it was *I* who discovered how Quaker Oats could help our Gracie! Naturally, those wonderful compliments I've been hearing about how nicely she's growing and filling out are *music* to my ears!

Provable facts: Oatmeal leads *all other* whole-grain cereals in Proteins—needed for building firm flesh, strong muscles, trim, streamlined bodies! It's rich in Phosphorus, for strong bones, straight bodies, firm teeth! In Iron, for rich, red blood! In Vitamin B_1—needed by children for normal growth!

A girl's best friend is her glamour . . . whether you're a sophomore, or a busy Mother like me! So I'm *not* going to risk chasing that starry-eyed look from Jim by becoming a tired, cross, uninteresting wife! Not while I have Quaker Oats to help me stay peppy!

Provable facts: Quaker Oats is *naturally triple-rich* in the great "anti-fatigue" Vitamin B_1—needed by everyone daily for vibrant energy, good nerves! Quaker Oats contains enough natural Vitamin B_1 to "spark" itself *and twice again as much additional food* into energy!

That heavenly flavor's only *half* the story, the experts say! I just *feel* better when I start my family off with a hot breakfast! So imagine how reassuring it was to read how many leading food authorities agreed with me!

Provable facts: In a recent survey, 136 out of 142 of the dietitians and 368 out of 372 of the home economists questioned recommended a *hot* cereal for the average family! Quick Quaker Oats, with its temptingly different, whole-grain deliciousness, is ready quicker than the coffee!

Look! You get all these from this! With the prices of clothes and silk stockings and everything going up—I've found that Quaker Oats is a welcome help in saving those precious pennies! Honestly, it's just about the most *amazingly economical* cereal you've ever seen!

Provable facts: You get 20 big, generous bowlfuls from the regular size package above. 48 from the big, *economy* size! Less than ½ cent per serving. With food costs rising, remember—Quaker Oats gives you up to *three times as much for your money* as any of six other leading brands of cereals!

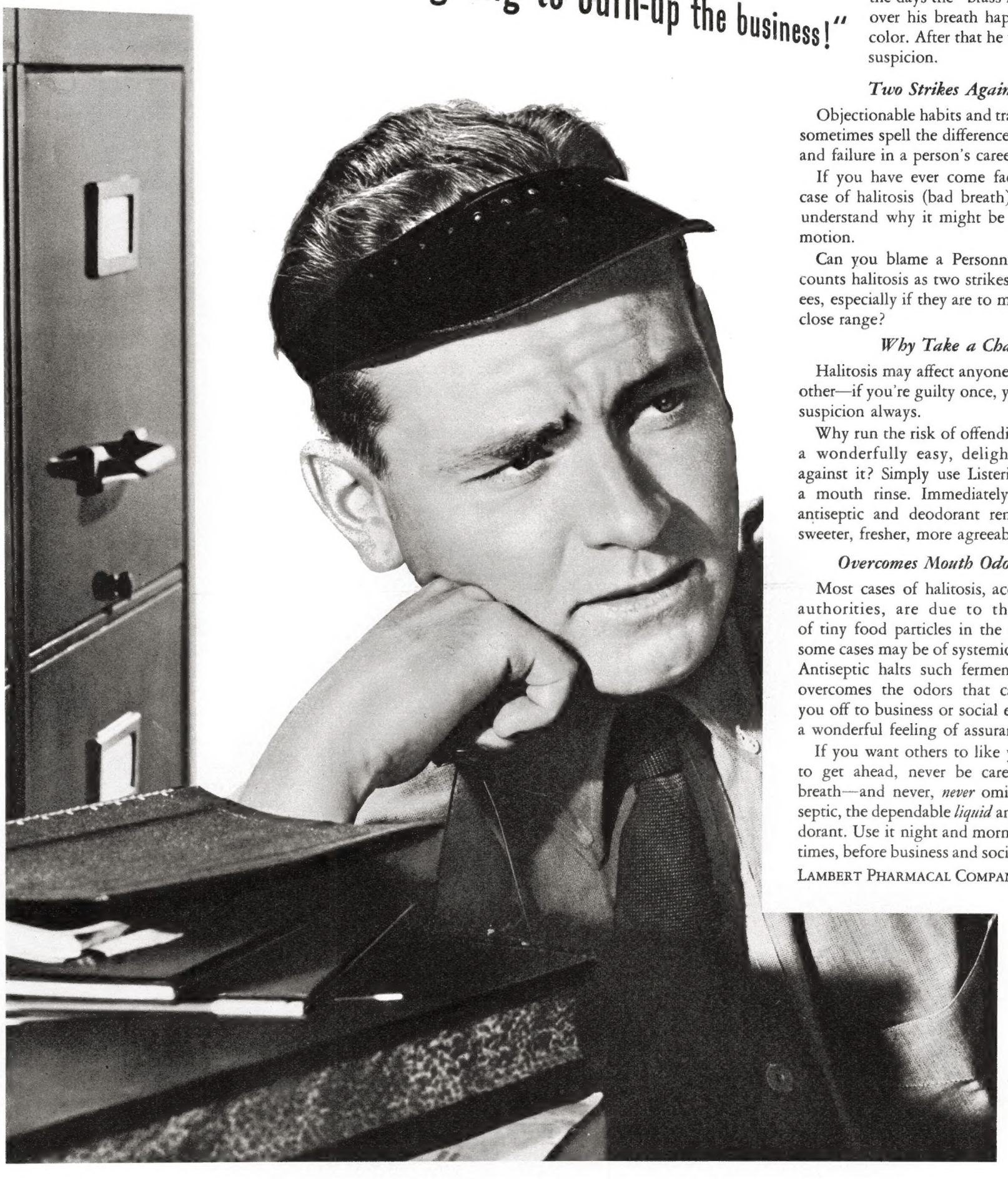
Because of its whole-grain qualities, Quaker Oats is a nutritionally preferred cereal, according to leading American Dietetic Authorities!

Ask your grocer for a big, economical package of healthful, "Super" delicious Quaker Oats—today!

QUAKER OATS

AMERICA'S *Super* BREAKFAST FOOD

"HERE I STAY BURIED... the boy that was going to 'burn-up' the business!"



With a background that suggested early promotion he came to the firm to learn the business "from the ground up." Nobody expected him to stay where he started but there he is—still back in the filing department after a year. And he doesn't know why! The truth was that on the days the "brass hats" looked him over his breath happened to be off-color. After that he was always under suspicion.

Two Strikes Against You

Objectionable habits and traits of personality sometimes spell the difference between success and failure in a person's career.

If you have ever come face-to-face with a case of halitosis (bad breath) you can readily understand why it might be a barrier to promotion.

Can you blame a Personnel Manager who counts halitosis as two strikes against employees, especially if they are to meet the public at close range?

Why Take a Chance?

Halitosis may affect anyone at some time or other—if you're guilty once, you may be under suspicion always.

Why run the risk of offending when there is a wonderfully easy, delightful precaution against it? Simply use Listerine Antiseptic as a mouth rinse. Immediately this wonderful antiseptic and deodorant renders the breath sweeter, fresher, more agreeable.

Overcomes Mouth Odors Quickly

Most cases of halitosis, according to some authorities, are due to the fermentation of tiny food particles in the mouth although some cases may be of systemic origin. Listerine Antiseptic halts such fermentation and then overcomes the odors that cause it . . . starts you off to business or social engagement with a wonderful feeling of assurance.

If you want others to like you, if you want to get ahead, never be careless about your breath—and never, *never* omit Listerine Antiseptic, the dependable *liquid* antiseptic and deodorant. Use it night and morning and between times, before business and social appointments.

LAMBERT PHARMACAL COMPANY, *St. Louis, Mo.*

Before business and social engagements LET LISTERINE LOOK AFTER YOUR BREATH

METRO-GOLDWYN-MAYER'S
LION'S ROAR
Published in this space every month
The greatest star of the screen!

When the going got toughest, Abe Lincoln said, "With the fearful strain that is upon me night and day, if I did not laugh I should die."

★ ★ ★ ★

The screens of America provide entertainment for all. The movies started as a novelty, learned not to flicker and learned how to talk. They were developed by Americans and conquered the world with their merit.

★ ★ ★ ★

The part of the world that is deprived of American movies is that part which has deprived its citizens of the benefits of our great democratic heritage.

★ ★ ★ ★

Go to your favorite theatre. There are many fine films from all movie companies. Sometimes they miss, sometimes they hit, but the average is high.

★ ★ ★ ★

Metro-Goldwyn-Mayer is the leading producer of movies. There are more M-G-M stars than there are stars of all the other companies combined.

★ ★ ★ ★

You have seen the recent films, "H. M. Pulham, Esq." (Lamarr-Young-Hussey), "Woman of the Year" (Tracy-Hepburn) and "Johnny Eager" (Taylor-Turner). If you haven't, they are still playing some place.

★ ★ ★ ★

Each in its way is a masterpiece.

★ ★ ★ ★

Now we should like to recommend "We Were Dancing", which is based in part on the Noel Coward playlets called "Tonight at 8:30"—starring Norma Shearer, Melvyn Douglas.

★ ★ ★ ★

"Mrs. Miniver", based on the novel by Jan Struther, starring Greer Garson and Walter Pidgeon.

★ ★

This screen play is by James Hilton, author of "Goodbye Mr. Chips" and R. C. Sherriff, author of "Journey's End." An exciting collaboration.

Uncle Sam, you can count on me.

—Leo

Advertisement for *Metro-Goldwyn-Mayer Pictures*

LOOK

VOLUME 6, NO. 3 FEBRUARY 10, 1942

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COVER girl is Elyse Knox, a 24-year-old blue-eyed blond, on skis for the first time in her life. Elyse studied to be an artist. Photographer Paul Hesse hired her as a model. Later, she was a screen player. Now, she models exclusively for Mr. Hesse, who regards her as "the ideal American cover girl" and, in fact, will very shortly make her Mrs. Hesse. He took this picture of her for LOOK at Sun Valley, Ida., in the late afternoon, in yellow light with long shadows.

★

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18—British Combine.

19—British Combine; below, International.

20—Bob Sandberg-LOOK; bottom left, Billy Glenn from TVA; bottom right, Morse from Pix.

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Still giving more than we promise

SALUTE the army behind the army!

For every man who fights, there must be many to fabricate his weapons.

In this great, seething combat, the automobile industry is playing an important role, and Studebaker is proud of its assignments in the arming of our United States. A ring of steel is being built around our freedom—and Studebaker men are eagerly helping to build it.

In their eyes is the light of battle—the old "we'll show 'em" spirit which has brought us safely through every crisis. That spirit certainly will not fail the nation now.

* * *

It is as if all our 89 years had been spent in preparation for just this hour.

Studebaker's battalions are inspired as truly as are our soldiers and sailors. The same skill, the same Studebaker *plus* that goes into every Studebaker car, will go into every bomber engine, into every military truck, into every implement of defense turned out by Studebaker factories.

Studebaker quality is traditional. It has stood the nation in good stead down through the years—it is doing so now in this emergency that confronts us. We are still giving *more* than we promise.

* * *

The men of Studebaker, together with their fellow workers throughout industry, are throwing their weight into the balance to make victory *sure.*

While we are honoring America's armed forces throughout the world—let us not forget *our Soldiers in Overalls.*

STUDEBAKER . . . THE GREAT INDEPENDENT

Veronica Lake, sensational new star in her latest Paramount hit, "SULLIVAN'S TRAVELS"

VERONICA LAKE IS ON THE TAKE in "SULLIVAN'S TRAVELS," and when she takes Sullivan (Joel McCrea) for a ride—boy-oboy, how they travel!

Soft shoulders, dangerous curves,
Does Sullivan get what he deserves?

What an explosion when this blonde bundle of concentrated dynamite bumps into Sullivan in a lunch wagon at 2:30 ayem. Their eyes meet . . . their hands brush . . . their lips touch . . . and BINGO! they're off on the wildest series of madventures that ever made your heart spin!

Hey, Sully, put on your brake
The girl you've got is Veronica Lake!

They get dunked in a Hollywood pool . . . caught in a runaway jeep tank . . . stranded without a cent . . . then smothered in a million dollars. They go to all the places and do all the things you've always wanted to do but never had the nerve!

Preston Sturges directed it
And now he's got another hit!

Yes, it was written and directed by the same wonder-boy who gave you "Great McGinty" and "Lady Eve" . . . and, believe us, he's topped them both in every department.

There's only one Veronica Lake
In "Sullivan's Travels," she takes the cake!

Have you heard "We're The Couple In The Castle". . . and "Boy, Oh Boy!" Well, they and three more top tunes are from the *Max Fleischer* cartoon feature everybody's raving about, "MR. BUG GOES TO TOWN," in *Technicolor!*

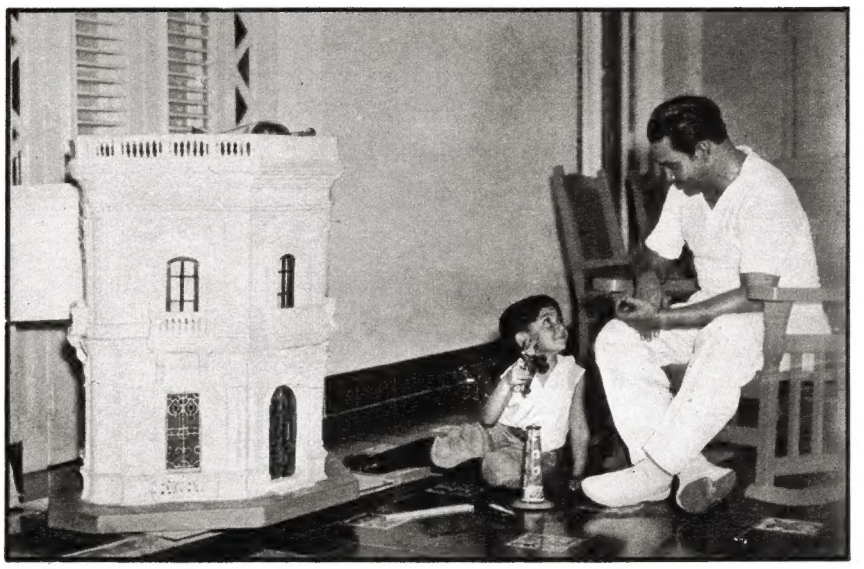
Copyright 1941, by Paramount Pictures, Inc.

Madeleine Carroll and *Stirling Hayden* were made for each other in the magnificent *Technicolor* picture, "BAHAMA PASSAGE." If you haven't seen them together, please, please don't miss "BAHAMA PASSAGE."

Paramount Star Parade

Letters and pictures

COL. FULGENCIO BATISTA Y ZALVIDAR, busy at his desk, uses one of his battery of telephones. Toughened by life in the army, he sometimes works 18 hours at a stretch. Batista began his military career as a private in 1921.



FATHER OF THREE, Batista is shown here with his son, Ruben. He tries to devote at least an hour a day to his children. Like all fathers, he plans for them the advantages that he, as a son of poor parents, did not have.

AGILE and athletic, Batista is fond of sports, fences well, likes tennis, wants to make Cuba sports-conscious.

Batista, Uncle Sam's Good Neighbor

To the Editor: Fulgencio Batista enlisted as a private in the Cuban army on April 14, 1921. On October 10, 1940, he took office as President of Cuba. In the interim, he led the famous "sergeants' revolt" of Sept. 5, 1933, un-made three presidents, put two into power and had himself made a colonel. Four months after he became president, he assumed control of the army and kicked out the heads of the army, navy and police force for plotting against his government.

Today he rules to the mutual advantage of Cuba and the U. S. He restored to the people their constitutional protections, launched reforms and adopted a policy of co-operation with the U. S. That policy gained impetus with Japan's Pearl Harbor blitz; Batista asked for special powers and a declaration of war on Nippon. He announced: "The destiny of the United States in this conflict between liberty and oppression is the destiny of Cuba."

I think these photos of Batista are of particular interest at this time.

Manuel Fernandez
Havana, Cuba

from LOOK readers

Communiques re the distaff side from LOOK readers

GLAMOUR CONTINGENT of Aircraft Accessories plant, Kansas City, Kan. Left to right, front: Velma Berlau, Jackilee Witherall, Sally Bachelor, Lucille Deming, Ruth Broderick, Marjorie Johnson. Rear: Anne Coffin, Eleanor Sandbach, Marjory McClune, Mary Groeneman, Emma Jane Duffin, Rosemary Strauss.

Decorative dozen hailed as prize defense beauties

To the Editor: The 12 young women in the accompanying photo are all employed at the Aircraft Accessories plant in Kansas City, Kan., a firm engaged in filling millions of dollars' worth of war contracts.

We hereby state without fear of successful contradiction that they are the best looking group of defense workers in the nation. Incidentally, all of them are single.

James F. Porter
The Kansas City Kansan
Kansas City, Kan.

* * *

Can other defense plants offer any candidates to challenge the above group for beauty honors?—Ed.

University president discusses article on coed

To the Editor: I should like to express a word of appreciation to LOOK for the article and pictures that appeared under the title, "Coed," in the issue of December 16.

In my judgment, it is the most accurate and reasonable presentation of the subject that has been made in a popular magazine or on the screen in recent years. The public is entitled to more of such proper impressions of our college life and fewer of the exaggerations that are all too common.

H. G. Harmon
President, Drake University
Des Moines, Ia.

Soldiers in Greenland choose college queens

POLLY MURRAY
University of Connecticut

PATRICIA COMPTON
Southern Methodist University

VIRGINIA MOORE
University of Iowa

To the Editor: In your issue of June 17, which we received here in Greenland only a short time ago, you printed pictures of the 74 most beautiful college girls in the U. S. Later, you published the photo of the girl voted the "Queen of Queens." [Mattigene Palmore, University of Kentucky—Ed.]

Although we missed out on the official voting, here are our selections: Queen of Queens, Polly Murray, University of Connecticut; second choice, Patricia Compton, Southern Methodist University; third choice, Virginia Moore, University of Iowa.

We hereby confer upon these three girls the collective title, "The Girls We Would Like to Meet at the Pier." Further, if they would accept, we should like to confer upon them the title, "Sweethearts of the Greenland Weather Detachment."

We would appreciate it very much if you would notify us if the girls accept the latter title.

Staff Sgt. Warren J. Morris
Corp. Donald M. Pherson
Pfc. Leonard R. Scheppe
(Judges)
Base Weather Station, Greenland

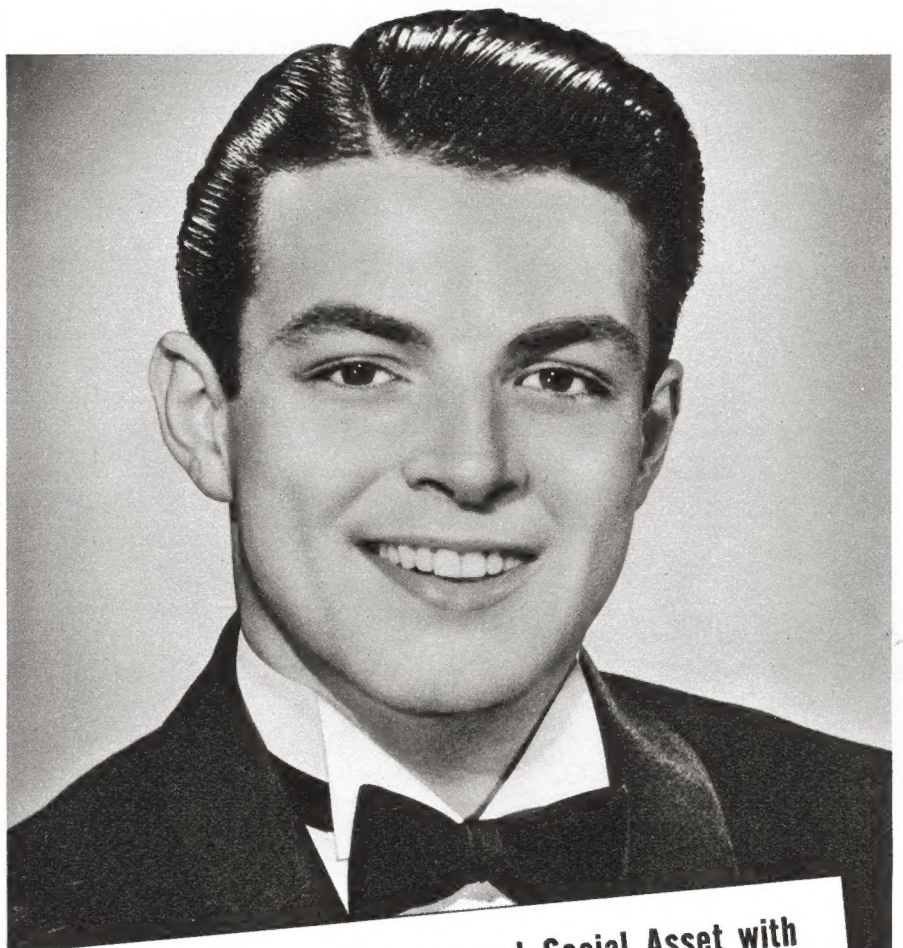
* * *

We feel sure that, from now on, the hearts of Polly, Patricia and Virginia will beat as one for Greenland. —Ed.

Address letters to Editor of LOOK, 511 Fifth Avenue, New York, N. Y.

"One for the Money! A Winner!"

THAT'S HOW GOOD-LOOKING HAIR STAMPS YOU!



Keep your Hair a Business and Social Asset with

VITALIS

and the

"60-SECOND WORKOUT"!

50 Seconds to Rub—Just feel that stimulating "tingle" as circulation quickens—the flow of necessary oil is increased. And with the pure vegetable oils of Vitalis supplementing natural oils, your hair takes on a fresh, natural lustre.

10 Seconds to Comb—Your hair stays neatly in place—no "patent-leather" look. And what's more, the Vitalis "60-Second Workout" routs embarrassing loose dandruff—helps prevent excessive falling hair—helps you *keep* your hair.

You can force yourself ahead in business by sheer brain-power—but you'll succeed *faster* if your appearance wins liking and respect. Let the Vitalis "60-Second Workout" give your appearance a lift with handsome hair—and you'll give your chances of *success* a lift, too!

Socially as in business, the man with attractive personality has the advantage! And no other single thing can do more for your appearance and personality than well-groomed hair! So let the Vitalis "60-Second Workout" keep your hair good-looking! Get Vitalis today!

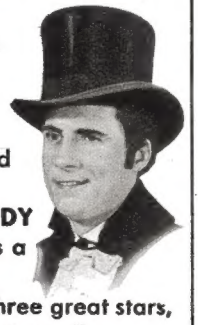
Product of Bristol-Myers

USE VITALIS AND THE "60-SECOND WORKOUT"

LETTING YOU IN ON A BIG PICTURE

"BIG" is just the word **FOR** Republic's latest **AND** greatest hit. **"LADY FOR A NIGHT"** is the title, and the **UNUSUAL** cast is headed by **JOAN BLONDELL.** She has two **LEADING** men to vie **FOR** her affections—

JOHN WAYNE in **THE** kind of part **HE** plays so well, **AND** suave **RAY MIDDLETON,** **WINNING** new **HONORS** for his **DRAMATIC PERFORMANCE.** **"LADY FOR A NIGHT"** is a story **OF** the fascinating days when **LIFE** along the banks of the **MISSISSIPPI** was an exciting **MIXTURE** of romance and **CONFLICT.** As the aristocrats of **THE** Old South clash with the **DARING** adventurers who ply the **RIVER,** the result is a truly **THRILLING** struggle—especially **WITH** glamorous **JOAN BLONDELL** **FOR** the prize. **GRACED** by a **LAVISH PRODUCTION** and **ENACTED** by a **SUPERB** cast, **"LADY FOR A NIGHT"** is a **SURE-FIRE** hit. In **ADDITION** to its three great stars, **IT** presents such outstanding **SUPPORTING** players as **PHILIP MERIVALE, BLANCHE YURKA, EDITH BARRETT** and **LEONID KINSKY. "LADY FOR A NIGHT"** **IS** a picture treat for you. **OF** course, it's

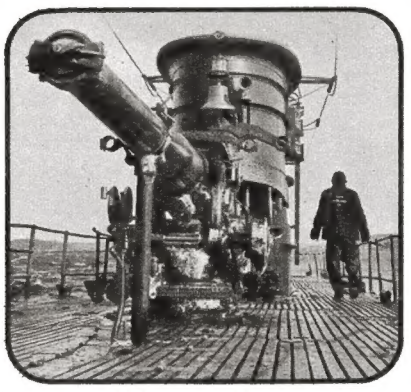


A REPUBLIC PICTURE

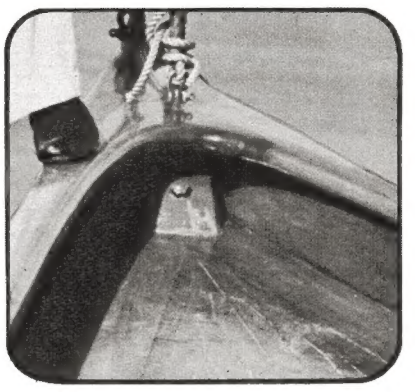
Photoquiz

BY LESLIE CAMPBELL

Photoquiz brings you another collection of sticklers that will challenge your ability as a picture sleuth. The clue to the right answer is somewhere in every photo. Spot it, and you'll have no trouble in putting your check marks where they belong. Each correct answer counts five points; 65 is an average score; 75, good; 85, excellent. Answers are on page 56.



1 We're off in a nautical mood. You know this photo was taken aboard a:
(a) tanker *(c) battleship*
(b) submarine *(d) mosquito boat*

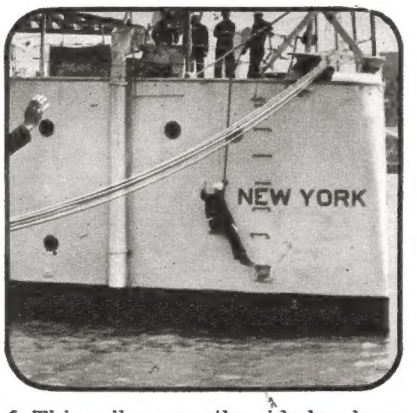


2 And it's easy to tell that the unseen sailor has one foot on the:
(a) hatch *(c) gunwale*
(b) galley *(d) binnacle*

3 We'll give you a profile view and ask you to identify the animal as a:
(a) burro *(c) fawn*
(b) mountain goat *(d) zebra*

4 World War veterans will immediately recognize this famous ace as:
(a) Richthofen *(c) Udet*
(b) Bellanca *(d) Rickenbacker*

5 You don't have to be a mountaineer to know this was taken at:
(a) the cutover *(c) the windbreak*
(b) the timber line *(d) the firebreak*

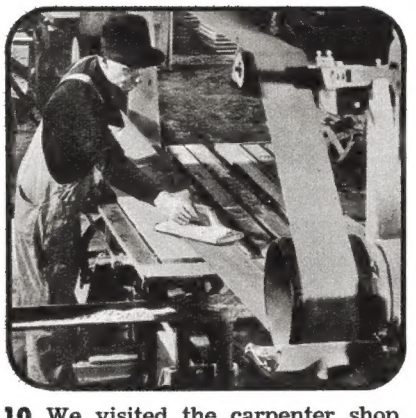


6 This sailor over the side has been detailed to a job at the:
(a) stern *(c) helm*
(b) prow *(d) scuppers*

7 We've given you several clues which indicate that this chap is on a:
(a) tennis court *(c) plane carrier*
(b) movie stage *(d) squash court*

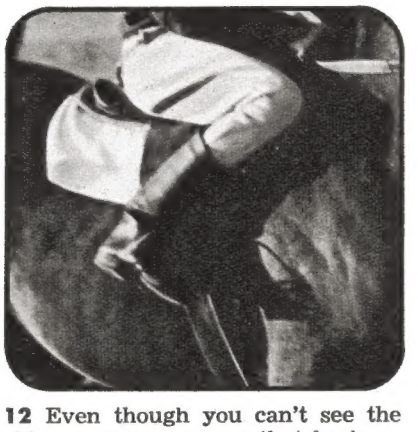
8 In this scene, the soldiers find their way barred by foemen bearing:
(a) broadswords *(c) halberds*
(b) rapiers *(d) poinards*

9 This soldier is very busy learning the trick of manipulating a:
(a) parachute *(c) radio antenna*
(b) six-horse team *(d) blimp*



10 We visited the carpenter shop and stopped to watch this workman:
(a) sawing *(c) carving*
(b) grinding *(d) sandpapering*

11 The player you can't see is about to make a move in a game of:
(a) backgammon *(c) gin rummy*
(b) Chinese checkers *(d) skittles*



12 Even though you can't see the rider, you can answer that he is a:
(a) cavalryman *(c) jockey*
(b) cowboy *(d) polo player*

13 The young lady's wearing a million-dollar smile and a jacket with a:
(a) fly front *(c) clasp front*
(b) drape front *(d) loop front*

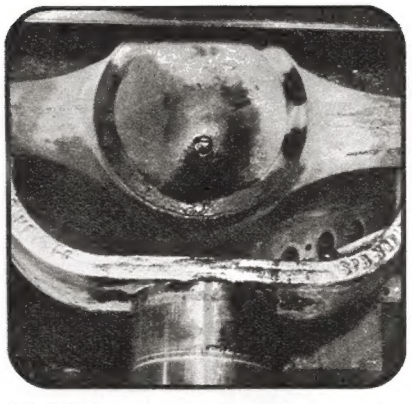
14 He's "gassing up," and the motor you see here is correctly called:
(a) an outboard *(c) an A-C*
(b) a Diesel *(d) a radial*

15 Here is Screen Actress Brenda Marshall receiving attention from a:
(a) dentist *(c) make-up artist*
(b) podiatrist *(d) diathermist*

16 You don't need to see any more of his face to know that his name is:
(a) Lewis *(c) Knudsen*
(b) La Guardia *(d) Toscanini*

17 Do you know that the musician behind these instruments is the:
(a) concertmaster *(c) conductor*
(b) cellist *(d) drummer*

18 Dorothy Lamour arranges a centerpiece for her table. The top is:
(a) translucent *(c) transparent*
(b) fluorescent *(d) opalescent*



19 While our car is jacked up for repairs, we'll have a look at the:
(a) motor block *(c) timer*
(b) differential *(d) oil filter*

20 The chair in the corner near the door is an excellent example of:
(a) a ladder-back *(c) a Windsor*
(b) an overstuffed *(d) a Louis XIV*

"Meet the man who really tamed the shrew"

"What a terrible name to call yourself! And a sweet-tempered person like you . . . it's silly!"
"Believe it or not, I was terrible! If Bob hadn't stepped in, I might still be nervous, haggard, all temper and tantrums like this . . ."

"Stop it! That's awful!"
"Awful is right! But Bob found the right answer . . . I had a Vitamin B Complex deficiency."
"A what?"
"It's a shortage of those amazing vitamins you find in their natural form in fresh yeast. So I bought a week's supply of FLEISCHMANN'S. Took two cakes a day in nice cool tomato juice, and pretty soon . . ."

"As pretty a girl as any man could wish! But what's this about tomato juice?"
"Oh! That's the new way to take yeast. Look! Mash a cake of yeast in a dry glass with a fork, add a little tomato juice, stir till blended, fill up the glass and drink. It's delicious."

Ever read the FLEISCHMANN label? This is the only yeast with all these vitamins. And the only sources of the important Vitamin B Complex are *natural* sources, such as yeast and liver. And if you bake at home, remember: recent tests prove that even the Vitamin A in FLEISCHMANN'S is not appreciably lost in the oven. Vitamins A, B_1, D and G go right into your bread.

Fleischmann's Fresh Yeast
For Natural Vitamin B Complex

THE CLIMACTIC MOMENT of sea-air warfare, a battle to the death between ships and planes, is shown in this imaginative but authentic drawing. Against the awe-inspiring might of big battleships and their cruiser escort is thrown the new power of full air attack. From the left, dive bombers plunge their mis-

The New Death Battle Between Planes and Ships

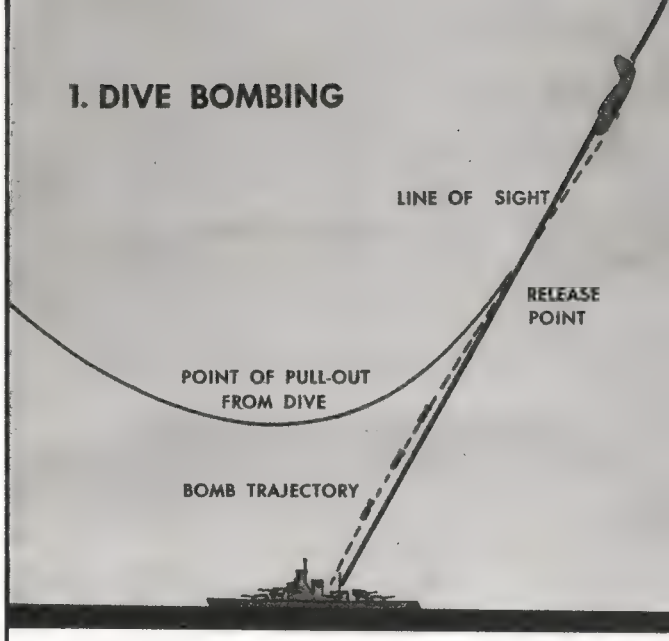
By PAUL SCHUBERT

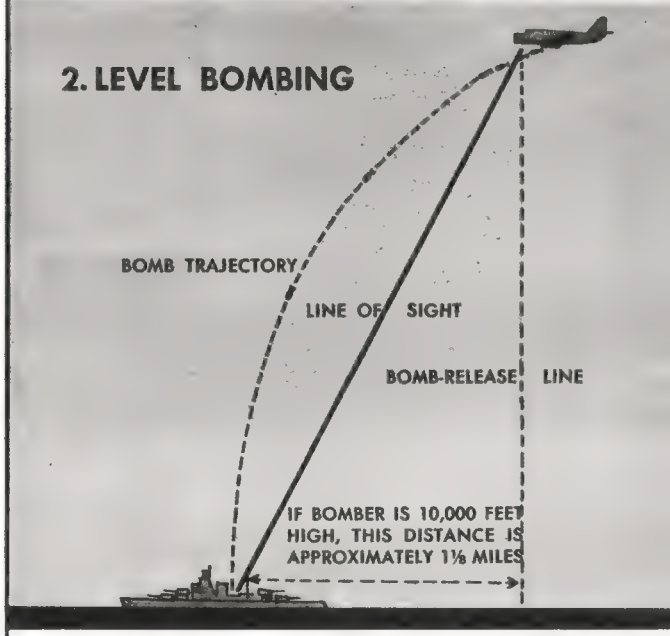
Naval and military expert for WOR-Mutual Broadcasting System, ex-officer of the line, author of the forthcoming "Sea Power in Conflict"

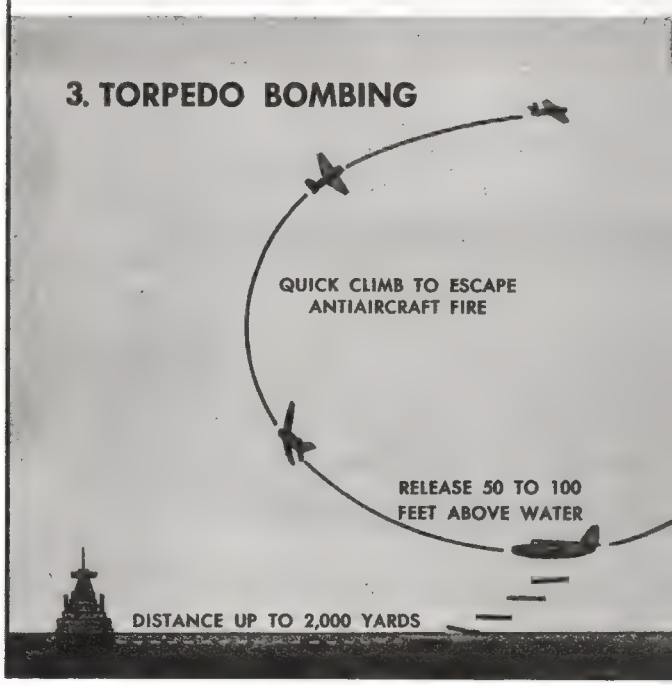
In December's swift series of attacks, Japan struck a stunning blow by smashing several of the most important battleships of the American and British navies. Speedily, the United States countered with a punch that blasted one or more Japanese dreadnoughts to destruction. Never before in the history of naval warfare has there been such a wild first round; never before has the question of sea power versus air power been more crucial.

These events will inevitably have far-reaching effects upon sea warfare. They will bring

siles toward the ships. Far overhead, giant bombers drop huge explosives. In the foreground, torpedo bombers wing in from varied angles to lay their massive eggs which can deal the death blow, if they hit.




2. LEVEL BOMBING
BOMB TRAJECTORY
LINE OF SIGHT
BOMB-RELEASE LINE
IF BOMBER IS 10,000 FEET HIGH, THIS DISTANCE IS APPROXIMATELY 1⅛ MILES



TOTAL AIR ATTACK has three parts: dive bombers clear way for blows by level and torpedo bombers.

changes in battleship design, in antiaircraft gunnery and the other methods of ship defense and in the methods of air attack. To picture the ship-plane battles of today and tomorrow, we must understand the elements of sea-air war.

Japan's blows at Hawaii and Malaya were long-range punches which hit spots far from Japan's home territory. They were dealt by the Japanese navy using the new naval-aerial weapons. The method of the attack was not new. The sole novelty lay in the surprising impact and the wiliness and fierce determination which the Japs displayed in getting through supposedly stonewall defenses to smash vital objectives.

In her various attacks, Japan used the three methods of fighting ships from the air (see above right): dive bombing, level-flight bombing, air torpedoing. Contrary to prewar expectations, the bomb has been a disappointment because either it has failed to penetrate the deck armor of big ships such as battleships or cruisers or it has failed to cause great damage.

To be sure, the bomb has accounted for some sinkings, particularly of lighter craft. A fluke bomb which slid down the flunnel of the U.S.S. Arizona at Pearl Harbor was perhaps a major cause of that vessel's loss, not because of the bomb explosion alone but because it led to a boiler-room explosion which set off the magazine. Small fragmentation bombs have been effective in damaging superstructures and in driving antiaircraft crews away from their guns.

But the number-one weapon of the sea-air war is the plane-dropped torpedo, and the outstanding innovation of this war has been the torpedo plane launched from an aircraft carrier.

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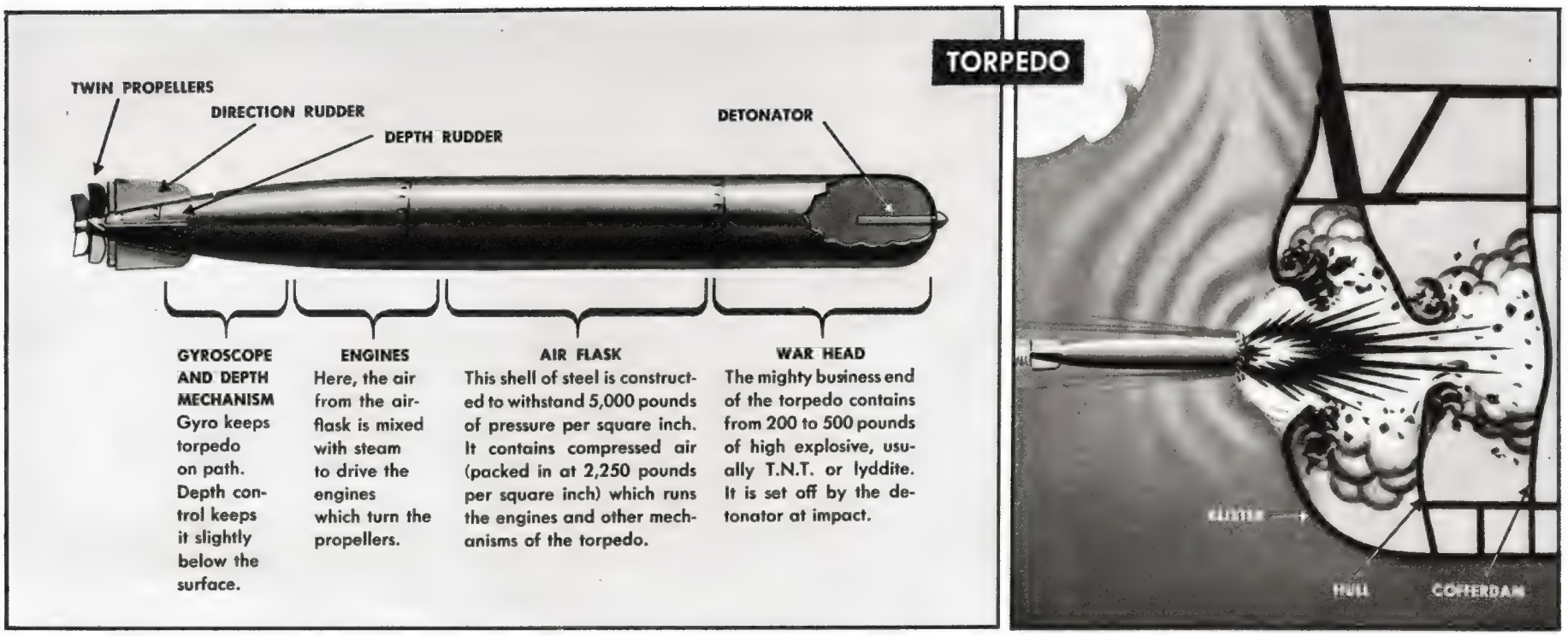

TORPEDO
TWIN PROPELLERS
DIRECTION RUDDER
DEPTH RUDDER
DETONATOR
GYROSCOPE AND DEPTH MECHANISM
Gyro keeps torpedo on path. Depth control keeps it slightly below the surface.
ENGINES
Here, the air from the air-flask is mixed with steam to drive the engines which turn the propellers.
AIR FLASK
This shell of steel is constructed to withstand 5,000 pounds of pressure per square inch. It contains compressed air (packed in at 2,250 pounds per square inch) which runs the engines and other mechanisms of the torpedo.
WAR HEAD
The mighty business end of the torpedo contains from 200 to 500 pounds of high explosive, usually T.N.T. or lyddite. It is set off by the detonator at impact.
HULL
COFFERDAM

A LETHAL ROBOT, the torpedo is equipped to drive and steer itself along the course on which it is released. When it hits (right), its destructiveness is great, because its mighty explosion occurs below the water line, rips holes in blister, hull and sometimes even the cofferdam, admitting quantities of water.

Japs proved that the torpedo is a battleship's deadliest enemy; an American showed that well-aimed bombs can also sink big ships

The torpedo has threatened to upset the navies of the world because its hefty wallop penetrates armor which would stop shells, and because it strikes where a ship is most vulnerable—down in the underwater hull. A shell hole above decks is simply a hole; a torpedo hole admits water and upsets the ship's stability.

Furthermore, a torpedo explosion underwater has much greater effect than the same explosion above water. Water is noncompressible. An underwater explosion must do one of two things: either it punches a geyser of water into the air, or, if a ship is close, the explosion chooses the easier path—into the ship—and bashes a gaping hole with the power of a mighty fist.

The great problem of torpedo warfare is the difficulty of getting a torpedo carrier in close enough to secure hits. The first idea was to use small, fast steamboats which would dart toward the enemy at high speed. But these torpedo boats were easily beaten off by gunfire and by counter-attack from larger torpedo-boat destroyers.

Next idea was the submarine, which lay in ambush. But the submarine is limited in its movement while submerged and has only a gambling chance of getting into attack position on a fast-moving target. Besides, depth bombs and detection devices make life unhealthy for subs.

The torpedo plane solves the problem

A third method was the motor speedboat which appeared during the last war. It is small, inexpensive, very fast and pretty effective. But the ideal way to make a slashing penetration was found in the torpedo plane.

To launch the torpedo, the plane must come down close to the water, usually within 50 or 100 feet. To aim the torpedo, the plane steers toward the target. In one method, the plane dives down like a dive bomber and drops the torpedo as it pulls out of the dive. In the other, the plane skims the waves toward the target.

One observer aboard the British Repulse said: "I saw a Jap torpedo bomber heading directly for us just above the water. As he dropped his torpedo about 500 yards away and pulled to one side, his wing tip touched the water, and he crashed and burst into flames."

The secret of successful torpedo attack is numbers. A ship almost always sees the torpedo coming toward it through the water and can frequently dodge by quick use of the rudder. But, if enough torpedoes are dropped in rapid succession, some hits are almost certain.

Attack from many sides at once

To cross up the ship's antiaircraft fire, torpedo attacks are now delivered from half a dozen different directions at once, keeping the defending gunners in a frenzy of activity as they try to meet all attacks simultaneously. This "radial concentration" is perhaps the most dangerous of all attack methods. It accounts for the sinkings of Britain's Repulse and Prince of Wales and probably the German Bismarck.

To get increasingly heavy wallop, aerial torpedoes are growing in size. The first were small, weighing only 200 pounds. They grew to a half ton and are now often much larger. Unusually large size and explosive charge are suggested by the effectiveness of the Jap torpedoes. A modern battleship should absorb six or eight or even 10 torpedoes unless they all strike at one spot, but the Jap torpedoes did mortal damage with only two or three hits in some cases.

HOW PLANES SINK BATTLESHIPS

The shocking annihilation of capital ships by attack from the air has not been the work of any secret weapons. It has been accomplished generally by combining air bombs with air-borne torpedoes in such quantity that the vessel has been overwhelmed.

The British Repulse, for example, dodged 19 torpedoes before she was kayoed by almost simultaneous blows on both sides. The massive new Prince of Wales was rendered helpless by a torpedo hit which put her rudder and screws out of business. Her end came when suicidal Jap torpedo bombers dove in from every angle.

More unusual was the case of the Jap Haruna, which Colin Kelly sank by bombs alone; but she was an old ship and her armor was not up-to-date.

Torpedo attack is no one-man job

A torpedo-plane attack is a full-fledged naval operation. The speedy, highly maneuverable planes are taken to the operations area aboard aircraft carriers and launched 100 to 200 miles away. The carriers must be protected by destroyers, cruisers and sometimes battleships.

For long-range surprise blows, heavy seaplanes of the patrol-bomber type can be used. These planes can be equipped with several torpedo tubes and even carry spare torpedoes to be loaded into the tubes after the first are fired.

The results Japan achieved in her torpedo-plane attacks were gained not by any simple formula but by the use of very complex, carefully trained naval forces. These Japanese blows were typical modern naval actions involving a fleet of ships and planes. The "new" sea power is neither "sea" power nor "air" power but amphibian sea-air power.

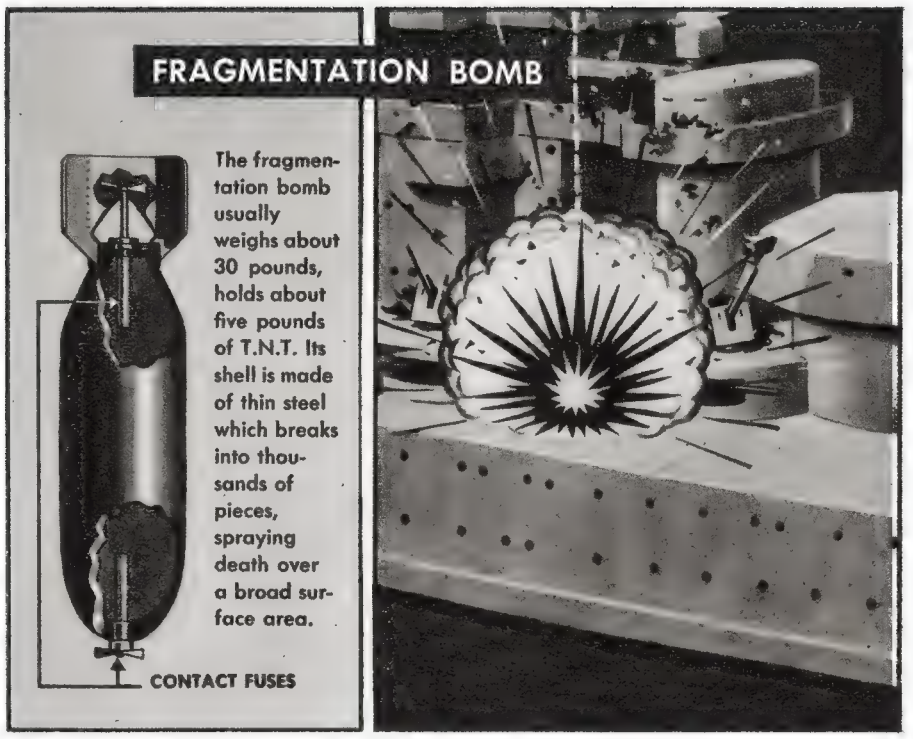
One important element in the Japanese success was the timing of the blows. The surprise factor, so important at Hawaii, was achieved by choosing a period when unusually bad weather prevented the usual effectiveness of America's long-range scouting planes making routine patrols over the sea. Espionage was undoubtedly another factor aiding the Japanese.

These things are equally possible for our sea-air forces; we have been working on them for years. The Japs struck first, but they may well find themselves outdone at the game when the attacks are returned by U. S. naval airmen who have made torpedo bombing a specialty.

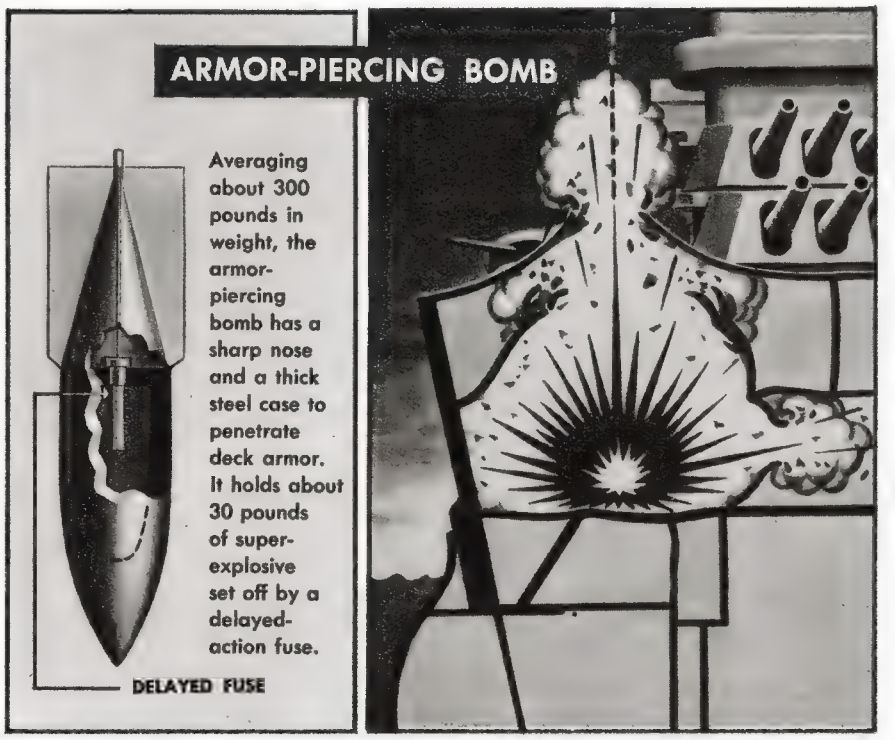
How bombs are used against ships

Singularly enough, the first Jap battleship sunk was knocked out not by torpedoes but by bombs dropped from a U. S. Army heavy bomber. The celebrated feat of Captain Colin Kelly (see pages 15-17) indicates the potential air power of our forces. It also suggests the destructive possibilities of air attack on ships by bombs alone as well as by torpedoes.

There are two types of bombing attack: dive bombing and level-flight bombing. Each has spe-


FRAGMENTATION BOMB
The fragmentation bomb usually weighs about 30 pounds, holds about five pounds of T.N.T. Its shell is made of thin steel which breaks into thousands of pieces, spraying death over a broad surface area.
CONTACT FUSES

PARTICULAR PURPOSE of fragmentation bombs is to destroy superstructure and silence antiaircraft batteries in preparation for the heavier bombs and torpedoes.


ARMOR-PIERCING BOMB
Averaging about 300 pounds in weight, the armor-piercing bomb has a sharp nose and a thick steel case to penetrate deck armor. It holds about 30 pounds of super-explosive set off by a delayed-action fuse.
DELAYED FUSE

SECRET OF THE ARMOR-PIERCING BOMB is the delayed fuse, usually a flask of acid which breaks on impact. Acid slowly eats through metal, sets off explosion.

cial purposes, but both are frequently combined in an attack on a capital ship.

In dive bombing, the plane itself is used to aim the bomb. The pilot points his nose at the target and dives from great height as if he intended to ram the ship below him. Dive bombers do not dive at the maximum possible speed, because the strain of pulling out of such a dive would be so great that the plane might fall apart. To slow them up, they are fitted with "brakes" on their wings—flaps which increase the air resistance of the planes.

Somewhere above the target, the pilot pulls back his stick to level off, and, as he does so, he releases the bomb. The bomb plummets toward the target while the plane scurries away.

The special mission of dive bombers

Because of its necessarily small size and its special structure, a dive bomber cannot carry the heaviest type of bomb. It is particularly useful in unloading the lighter missiles which are designed to dispose of smaller ships such as destroyers and submarines or to clear the upper decks of larger types of ships.

Dive-bombing attack is usually sent over to knock out the antiaircraft fire and clear the way for the more effective torpedo bombing or heavy bombing. Apart from the bombs themselves, dive bombers often have a useful effect in upsetting the morale of ships' crews. It takes a toughened man to go about his work as dive bombers come screaming at him looking as if nothing could prevent them from hitting home.

Air bombing's biggest blows

The heaviest punch delivered by bombers, however, comes from level bombing. Capable of long range and great altitude, the multimotored giant bombers pack terrific wallop in bombs that weigh as much as 4,000 pounds. They are equipped with the ingenious bomb sight, a device which virtually solves the bombardier's problems by taking account of height, movement of plane, wind drift, movement of target, etc.

Very large bombs are dropped singly. Lighter bombs are dropped in "sticks"—a quick succession that makes them fall in a row across the objective, the theory being that a certain percentage of them is certain to do damage. To give these bombs greater penetrating power, some experts suggest that they should have rockets built into them so that their falling speed will be augmented by an extra push.

A battleship's three means of defense

Against aerial attack battleships have three kinds of defenses. First—and perhaps most important—is escort by interceptor planes to fight off the attacks of hostile aircraft.

Both at Hawaii and off Manila, the attacked American and British battleships were without full plane protection and thus exposed to a danger which might have been avoided. This lesson will probably not be forgotten.

The second element in a ship's defense is her construction—the stoutness and "water-tight integrity" built into her. Armor will stop shell fire or bombs, but it will not keep out torpedoes. The armor belt stops a few feet under the waterline. Below that are blisters and cofferdams to absorb the shock of torpedoes.

The blister is a false hull built outside the regular hull. Its purpose is to detonate the torpedo before it strikes the hull proper. Inside the hull is a double bottom, and inside this is a cofferdam which should stop the flow of water when a torpedo blasts a hole in both blister and hull.

If the water gets farther, it will be stopped by the water-tight compartmentation. Ships are subdivided into many compartments, each water-tight. The connecting doors are made of heavy steel and close into a thick rubber gasket. The walls of the rooms are called "bulkheads," and, wherever a bulkhead is penetrated by piping or wiring, the joint is sealed against leaks.

When a ship is at sea in wartime, all water-tight doors are kept closed at all times. When she is lying in a harbor, they are closed at night and can be closed speedily in daytime.

An explosion may admit water into three or four compartments without endangering the ship. Even a light ship like the destroyer Kearny was able to live after a torpedo hit. But if the torpedo should have such a terrific punch that the hole admits more tonnage of water than the ship's design permits, one side may be dragged down, and the vessel may capsize.

Japan's superwallops

The American battleship Oklahoma capsized after Japanese torpedo attack at Pearl Harbor. Britain's great battle cruiser Repulse capsized after being struck by torpedoes off Malaya. These were no ordinary torpedo hits but superwallops which ripped the bottoms out of the ill-fated vessels, admitting thousands of tons of water which dragged them to their doom.

But both Repulse and Oklahoma were ships of older design. The Repulse was admittedly more thinly armored than a battleship and lighter in build; the Oklahoma was one of the first all-oil-burners in the U. S. Navy, designed at a time (1912) when elimination of side bunkers created a new problem in side protection.

Flukes that sink "unsinkable" ships

Two brand-new ships have also been sunk by aerial action in the present war. The mighty German Bismarck and the huge British Prince of Wales both lie at the bottom. These ships were thought to be literally unsinkable, and their sinking, while not a total fluke, has elements which might not recur in the entire war.

Both vessels received torpedoes in the propeller-rudder region and lost their ability to maneuver. Dead in the water, they presented vastly easier targets for follow-up attacks. The chance of scoring such hits is very small indeed. These sinkings are a triumph for aerial attack, but they are not final proof that all ships of recent design will not be able to give a good account of themselves even under the most determined assault by planes.

HOW SHIPS WILL FIGHT PLANES

To absorb the increasingly heavy wallops from planes, battleships will grow much bigger, soon reaching 60,000 tons. Their shape will change.

Large ships will probably be combination battleships and aircraft carriers, retaining big guns for fighting other ships and carrying their own planes for defense and long-range attack. Possibly the entire mid-section will be a landing deck, with gun turrets along the sides. Diesel engines will eliminate smoke pipes, and streamlining will kill the fancy towers and gimcracks of the present.

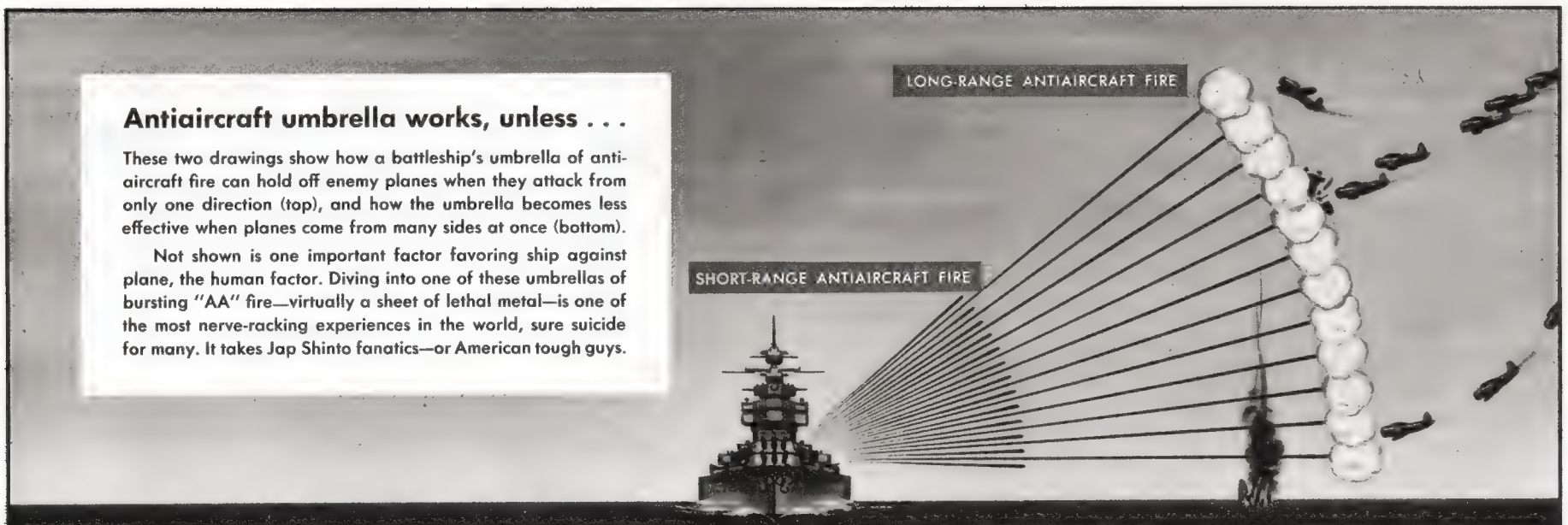
Antiaircraft batteries will become more automatic. The ultimate will be a self-aiming, self-loading battery which, at the press of a button, will throw an automatic umbrella of metal into the air.

CONTINUED ON NEXT PAGE

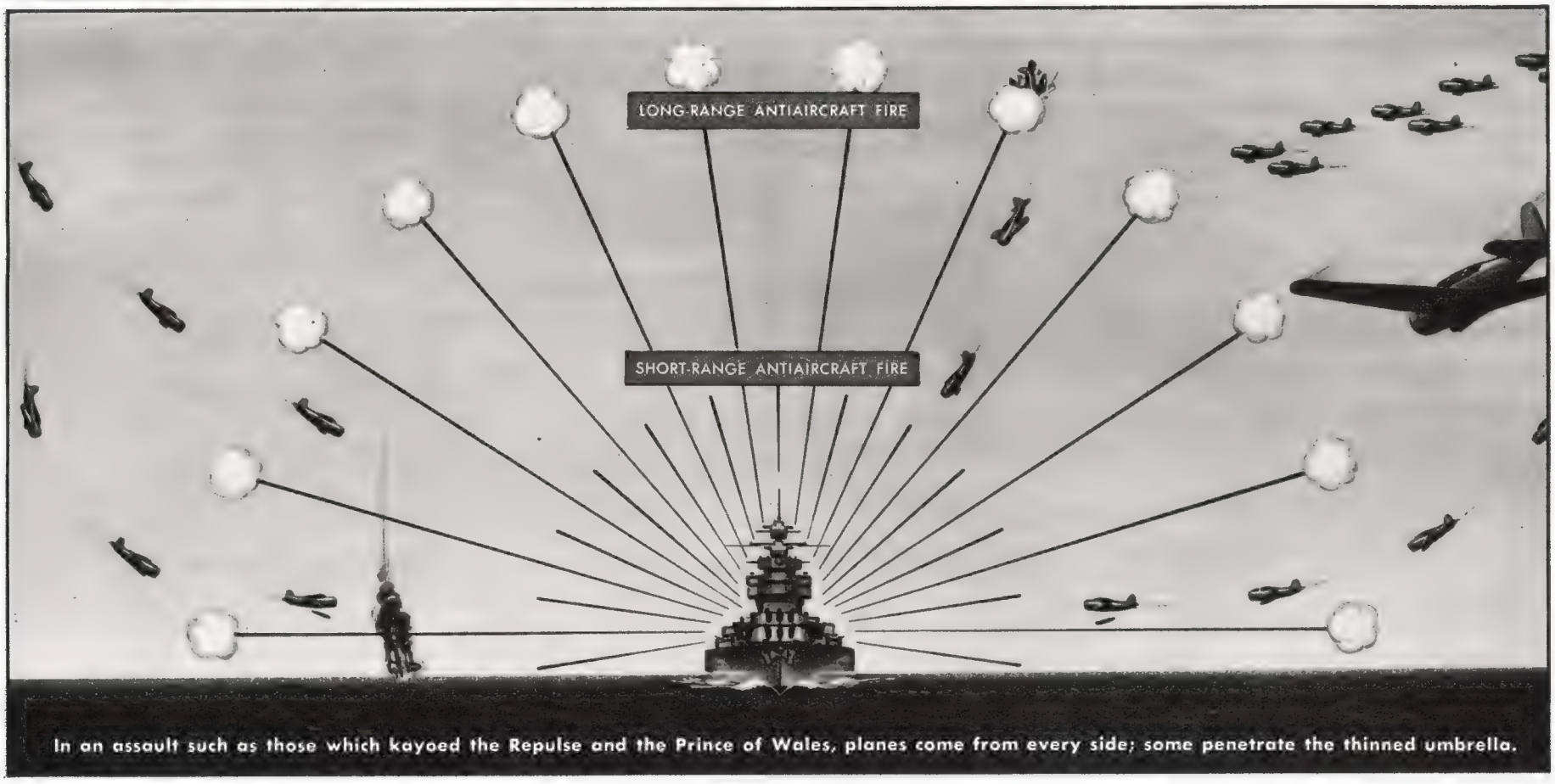
Antiaircraft umbrella works, unless . . .

These two drawings show how a battleship's umbrella of antiaircraft fire can hold off enemy planes when they attack from only one direction (top), and how the umbrella becomes less effective when planes come from many sides at once (bottom).

Not shown is one important factor favoring ship against plane, the human factor. Diving into one of these umbrellas of bursting "AA" fire—virtually a sheet of lethal metal—is one of the most nerve-racking experiences in the world, sure suicide for many. It takes Jap Shinto fanatics—or American tough guys.



Against planes attacking from only one side, a battleship is able to concentrate its umbrella of fire, setting up a practically impenetrable wall.



In an assault such as those which kayoed the Repulse and the Prince of Wales, planes come from every side; some penetrate the thinned umbrella.

A ship's antiaircraft guns put up a suicide trap for pilots, but they can get through

A battleship's third defense against planes is its antiaircraft battery. In reality, the modern antiaircraft battery is three distinct batteries —five-inch guns, pom-poms, machine guns.

Five-inch guns pump out shrapnel or explosive shells at long range, penetrating into the substratosphere (25 to 30 thousand feet up). They are semiautomatic and put out about 20 shots a minute. A ship armed with eight of these can put 160 well-aimed "flaming onions" per minute into the air above her.

Aim is accomplished by devices of almost superhuman cleverness, with electrical and mechanical features which grow more astonishingly effective each year. These aiming machines, called "directors," calculate and solve the most intricate problems in gunnery. They turn the batteries into virtual robots which shoot so fast that their crews are kept on the jump merely feeding the shells into them.

Pom-poms are familiar through the pictures of Britain's eight-barreled guns which spray a steady screen of metal into the air. Ours are different in type but equally deadly. The antiaircraft machine guns blast out tracer and incendiary bullets like a stream from a hose.

The umbrella and the danger point

All told, a ship is able to put thousands of bullets per minute into the air. The secret of antiaircraft gunnery is the "umbrella" or barrage put up between the ship and the attacking planes (see drawings above). If the pilot is to hit the ship with bomb or torpedo, he must fly toward the vessel and drop his bomb or torpedo at a point which is as well known to the ship's gunners as it is to the pilot. This is the point at which a diving plane pulls out of its dive or, in the case of level-flight bombing, at which the bomb sight is on the target.

The method of antiaircraft defense is to fire a hellish hail of metal at that danger point. If the pilot comes into it, he should be blasted into eternity. If he sees it and turns to avoid it, he will be unable to hit the ship.

Why ships must survive

Having studied the weapons of air attack and the methods of sea defense, we are now in a position to look into the future. Ships of war may change in shape and size. But they will survive, for the simple reason that boats will long continue to be the bulk carriers of overseas trade. As long as ships float, there will have to be warships to accompany and protect them.

Planes, too, have come to the seas to stay, both in commerce and in war. Today's "new" naval warfare is not ships against planes but sea-air navy against sea-air navy.

In making bold use of the new sea-air power, the Japanese have merely proved its importance. In the long run we must be bolder and more powerful than they. We can be and we will be.

END

The Inside Story of Kelly's Exploit

Eye-witness picture-story reveals the most dramatic episode in the battle between planes and ships, the bomb sinking of the Jap battleship Haruna

Colin Kelly

The story of Colin Kelly has been told many times in the seven weeks since he flew his Flying Fortress to death and immortality. But never before has it been told with the drama and authentic detail presented here in William Heaslip's expert drawings. They are based upon the accounts of Kelly's crew, compiled from official sources for LOOK.

The hero of America's first epic of the new war, like many other American boys, was born to fly. As a youth in Florida, he never failed to bum a ride with every barnstorming flier who came to town. West Point classmates remember him as light-spirited about everything except flying: "He wanted to be a bomber pilot and nothing else," they say. After graduating, he asked to be assigned to the air force and was the first West Pointer to pilot a Flying Fortress. Then he taught others to fly the giant bombers.

Four days after Japan opened her vicious attack upon the United States, Captain Kelly flew his Fortress over the battleship Haruna, sunk her, flew his damaged plane back close to its base and crashed to his death after seeing his crew jump to safety.

The heroism of Captain Kelly has been celebrated by many famous writers. Dorothy Thompson said: "Kelly died at 26, having accomplished all a man could hope to do if he lived to be 90. He was a soldier who lived to defend America. His deed will save the lives of uncounted Americans. No man can do more for his country."

It has been solemnized by President Roosevelt, who wrote a letter "To the President of the United States in 1956," asking him to appoint Captain Kelly's son to West Point.

It has been summarized with brief eloquence by Colin Kelly's young widow, in these tearless words: "I am proud of Colin. I am proud of my man."

1 THE JAP BATTLESHIP HAS BEEN SIGHTED, and Captain Colin Kelly (left) hurls his Flying Fortress toward it in the attack that made him America's first hero of the war. It was on the morning of December 10, 1941, and the Japanese fleet was steaming toward the Philippines, when Kelly spotted the 29,000-ton Haruna, one of Japan's 12 capital ships. He ordered his crew of six to action stations and flew his great bomber steadily through the blaze of antiaircraft fire from the Haruna and the smaller vessels that protected her. Closer and closer Kelly flew, not because he was a fanatic bent on suicide but because he knew what a battleship is worth. When the Fortress was so close that there was no chance of missing, the bombardier loosed three bombs directly upon the ship.

CONTINUED ON NEXT PAGE

2 ZOOMING AWAY FROM THE SINKING HARUNA, Kelly hurtles through a swarm of desperately attacking Jap pursuit planes, determined to even the score. On the calm, gun-metal sea below, the Haruna was a blazing inferno, her hull gaping from bull's-eye American blows. Kelly's crew observed Jap sailors scampering across the flaming decks as explosion after explosion laid the battleship over on her side and swiftly sent her below. She was the first battleship to be sunk at sea by bombs from the air. Lighter vessels such as cruisers and destroyers have been sunk at sea by aerial bombs, but before the Haruna no full battleship had been done in by air bombs alone. As Kelly streaked for home, the faster Japs soon had the bomber limping. Part of one wing was shot away; smoke poured from one of the four engines. But the crew machine-gunned them off until they were close to Luzon. Then two Japs closed in.

3 A FINAL ATTACK BY JAP PURSUIT PLANES wrapped the bomber in flames, and she was barely able to keep in the air. Smoke choked the cabin. Kelly, at the controls, saw that there was no hope for his ship. Calmly he directed his men to bail out. They obeyed his orders silently, stepping one by one into the air through the yawning door. Fire licked close to Kelly but he stuck until the last crewman had leaped to safety. Then he arose to leave. But then it was too late.

4 AS THE CREW PARACHUTED SAFELY TO LAND, the crumbling bomber rocketed trapped Colin Kelly to death. Kelly was a soldier, and his heroism was best defined by a soldier, Lt. Gen. Henry Arnold, Chief of the U. S. Army Air Forces: "His feat will live in the history of the Army Air Forces because he and his crew proved that the most powerful naval vessels afloat cannot operate with impunity within range of our bombers and flaming courage of our airmen."

END

Mussolini— Hitler's No. 1 Prisoner of War

Old, tired, ailing — all prestige gone with his empire — Il Duce is reduced to vying with Vichy for Hitler's favors

If you look closely at the Mussolini crowding hopefully forward in this picture and remember the sword-rattling swashbuckler of 10 years ago, you will see that Il Duce has aged, grown grim and glum and lonely. The man who called on Italy to "live dangerously" has met the eventual fate of all poker players who keep bluffing on weak hands: He has lost his shirt.

Italy now is a hollow shell beneath which Germany operates. Nazi military might keeps a corrupt Fascist clique in power. A weary Mussolini keeps a weary Italian people in the war. And Mussolini, beside whom Hitler was once an amateur, is Hitler's No. 1 prisoner in that war.

Benito the Muscle Man

Benito used to be the Bernarr Macfadden of dictators. He got up at 6:30 to ride horseback. He went to work at 8:30. He delighted in making his underlings hop—literally. Annually he led them through a series of tests of physical prowess — horseback leaps over flaming obstacles, jumps over rows of bayonets, a dozen feats in which failure meant not only political oblivion but severe injury.

Hitler is not the muscular type. But he acquired guns that would shoot, tanks that would run, planes that would fly. He came to confer with Mussolini in an antiaircraft-mounted armored train that made Mussolini's gilt-and-plush job look like one of Queen Mary's hats. (He later made the Duce a gift of a duplicate of this train.) And, as Hitler eclipsed him politically, Mussolini also suffered a physical decline.

Failing Virility

Of sturdy, vigorous peasant stock, the Italian dictator had demanded equal virility of Fascist Party leaders. In his own family, he set the pace of a campaign to raise the nation's birth rate. His children are Edda (Count Ciano's wife and her father's favorite), Vittorio, Bruno (killed in a plane crash), Roman and Anna Maria. Rome society looks down on Edda and gossips viciously about her "friendships" with a galaxy of men. Vittorio and Bruno attained considerable popularity as air heroes.

Signora Mussolini, who retained her socialist viewpoint after her husband dropped his Marxist ideas, teases Il Duce about his antics as dictator but has never complained of his extramarital romances—which have been neither few nor furtive. Most Italians regard these adventures as natural to Latin genius. Signora Mussolini they respect for minding her own business.

Perhaps Mussolini's last great amour began in 1936. On the boardwalk at Ostia, a seaside resort, he spied Marie Luisa Petacci. Impetuously, the 54-year-old Duce wooed and won the 20-odd-year-old beauty. The mediocre talents of her father, Francesco, were rewarded with advancement in the government service. She was set up in a fine dwelling in a suburb of Rome.

Mussolini, Hitler and aids on tour of eastern front: At extreme left is Ugo Cavallero, Italian chief of

About this time, Il Duce's health began to fail. His heart weakened; his stomach gave him trouble. In 1939, he was hastily taken by plane from Bologna, where he had been attending maneuvers, to Rome. The news was suppressed, but insiders learned he had suffered a minor stroke.

WHY IT'S ANONYMOUS

The man who wrote this story for LOOK is a newsman of many years' experience, with splendid news sources both here and in Italy. His anonymity is dictated solely by fear of reprisals which might be taken against his friends in Italy.

The man who had gloried in his physical powers became furious at any hint of their decline. Later, therefore, he arranged a special exhibition at which, with youthful Party members, he went through the old tests of stamina. His jaw was notably grim, and his face was gray—but he took all the jumps.

That was just before the war. There have been no such exhibitions since, nor are there likely to be any. Mussolini is 59—and old for his years. Fascists send him no birthday greetings.

Complete Humiliation

Mussolini is not blind. As Hitler's power threatened to engulf him, he made a desperate attempt to regain comparative equality in the Axis. He struck, "on his own," through Albania at Greece. Coldly, Hitler let his ally collapse in the Albanian mountains. When finally he came to the rescue, it was the end for Benito.

Italy's colonial army of 500,000 had melted away in East Africa and Libya. She had lost 100,000 more men in Albania. Of 5,000 not very good airplanes, 2,000 were gone. The Italian navy had received shattering blows.

At length, even Hitler, for his own purposes, had to invent means of propping up the Fascist prestige. That was the purpose of Il Duce's trip to the eastern front, where the picture above was made. On this trip, the Axis propaganda agencies let out all stops. Mussolini's chin jutted from every photograph. Finally, in a breathless dispatch, it was disclosed that Il Duce had personally piloted Der Fuehrer's plane over the front. How could Hitler show greater confidence in his partner?

Now, Nazi technicians have moved in to help Italian industry. Nazi Panzer forces had to help fight the British in Libya. The Luftwaffe took over bases in Sicily. German submarines entered the Mediterranean and promptly sank the Ark Royal, at which Fascist planes and subs had been aiming for 18 months. German soldiers and civilians thronged increasingly in sunny Italy. And the Gestapo came along to ensure their safety.

staff; to right of Hitler is German General Von Runstedt; at extreme right is Luftwaffe General Lohr.

When the German invasion of Russia began, 20,000 to 30,000 German troops were in Italy, at air fields, ports, factory centers and the capital —Rome. Their contempt for Italians was boundless. So was Italian hatred of Germans.

Rome told the story of the escaped Greek officer who wandered Roman streets a week unmolested. The police thought his Greek uniform was just a new Nazi military costume.

In Libya, a correspondent noted that German and Italian prisoners marched in separate groups. He asked an Italian why. "Those ——— won't be seen with us," the Italian muttered. "Some day—!" He drew a finger across his throat.

Italy Shivers and Starves

This winter, 40,000,000 shivering Italians know that Mussolini's boasts of Italian self-sufficiency were bombast. In northern Italy, swept by Alpine winds, no furnace could burn until Dec. 1. Rome froze until Dec. 20; southern Italy, until Jan. 1. Electrical heating in factories, offices and public places is forbidden. Householders may use it only in minimum quantities.

At 10 p.m., once gay Rome rolls up the sidewalks. Cafés, theaters and restaurants close. Busses and streetcars halt. The few taxis turn into their garages. Private cars long since disappeared. Even food is none too plentiful.

The Germans are taking from Italy thousands of tons of fresh vegetables, fruits, rice and olive oil. (Meantime, Italian papers print recipes for substitute olive oil.)

The Italian ration of oil, fats and butter combined is less than half an ounce a day. Five days a week are meatless. Three days are spaghettiless. Pastry and ice cream are banned.

Restaurants may serve only fixed-price meals. The meals may consist of only three dishes. Antipasto (hors d'oeuvres), cornerstone of the Italian dinner, is banned. So are desserts. Neither butter nor olive oil may be served separately. Soups with egg ingredients are banned. Spaghetti and rice are slowly vanishing. Even meat by-products — entrails, sausage, etc.— are rationed. Bread rations are so strict that special concessions are necessary for laborers, expectant mothers and children.

Mussolini, a vegetarian, does not mind this. He eats lots of fruit (and neither drinks nor smokes). But the hot-tempered Italians resent it. On a single typical day, 70 persons were arrested in Rome for violation of economic decrees. A delicatessen owner got three years in jail for hoarding olive oil. When the new food regulations went into effect, there were food riots. The riots probably aren't serious—yet.

Growing Unrest

Mussolini, whose life has been attempted at least seven times since 1925, has augmented his personal police guard, which now numbers about 15,000 men. At the same time, new and rigorous "antisabotage" precautions have been taken in the northern industrial region of Italy. Last autumn, authorities suddenly took foreign correspondents on a tour of special "invasion defenses." A good many of the defenses would be as effective against internal revolt as against invasion. But no real revolt in Italy is possible, short of an Allied invasion or a German catastrophe which convinces Italians that the German cause is lost.

A Tragic End Approaches

Most Italians once were proud of Mussolini. The man in the street attributed the bad features of Fascism to local politicos. Now, thousands of Italians have grown to hate both Mussolini and the Fascist hierarchy.

But Mussolini's only chance of regaining his lost empire is in a German victory. He can only squirm and cringe when Hitler turns the screw by threatening to bestow favors on Vichy instead of on Rome.

There is evidence that Mussolini realizes tragedy will end his career. He has declared he would gladly die if an Italian victory could come first. Perhaps he realizes only death can release him from his hopeless position.

But his most tragic nightmare envisions an Axis victory without his death. In it, Hitler turns to him on the day of triumph and says: "You're through! We're putting our own man in—a fellow who can *really* make the trains run on time."

His army once made Hitler pause; now, no one hears his empty boasts
1934 A German putsch threatens Austria. Mussolini reinforces his border, declaring: "Independence of Austria will be defended by Italy." Hitler kept quiet.
1939 As Italy and Germany sign an alliance in May, Mussolini thunders of "our irresistible march," "45,000,000 Italians, 10,000,000 soldiers, one will."
1940 Hitler having crushed France and nearly beaten Britain, Mussolini declares himself in on the war: "There is but one watchword: Conquer! Italians, to arms!"
1941 Mussolini, who had expressed confidence he could take Greece in three weeks, is saved by Hitler when close to defeat. He stops making speeches.
1942 Who can say to what depths Mussolini may sink this year? Declaring war on the U. S. in December, he bleated: "Italians! Be worthy!" But almost nobody heard him.

RADIO offers high pay and swift advancement. Story begins on page 22.

DEPARTMENT STORES employ 500,000, welcome young women.

CAREERS FOR YOUTH TODAY

A series of articles examining job opportunities for young Americans

By Walter Walker

Today, the young people of America must help to win the war. Tomorrow, they must help to win the peace.

The present is filled with danger and suffering. The future will be also. Even so, these young Americans are among the earth's most fortunate. They are not slaves—like the youth of Poland. They are not hostages—like the youth of France. They are not puppets—like the youth of Germany. They are men and women with the right to think, to speak, to act.

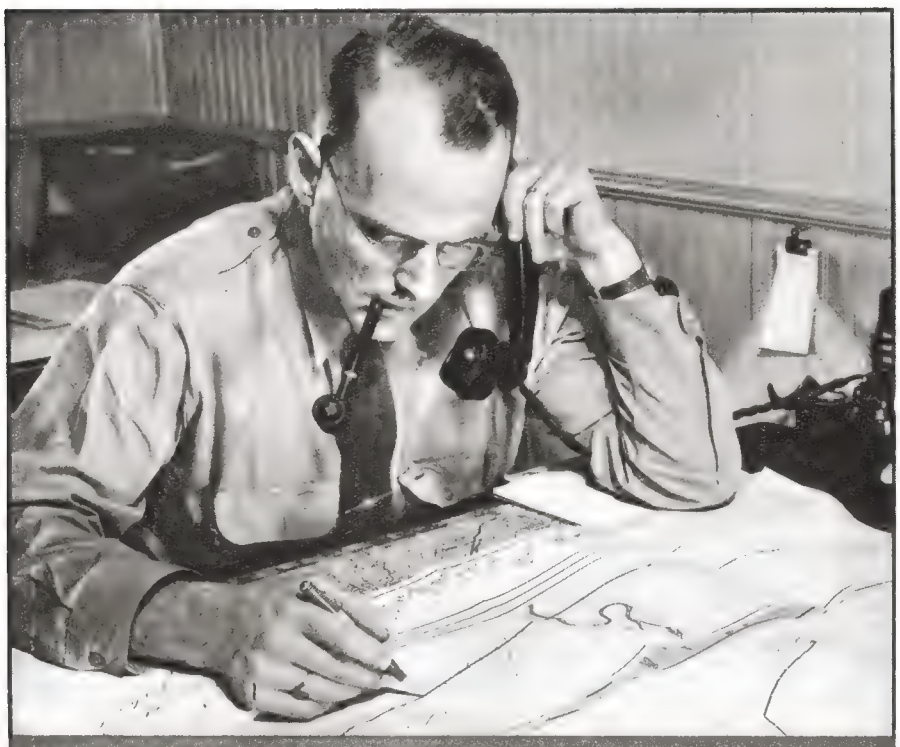
These young Americans are fighting now for their future. More than that, they are fighting for the future of all youth—the misguided, the crushed, the enslaved. They are helping to shape tomorrow's world—a world in which youth will be able to live and work in dignity and in peace.

While this fight is going on, millions of boys and girls behind the lines must find useful work to do. When the fight is won, other millions will leave the armed forces to find places in a world recovering from war.

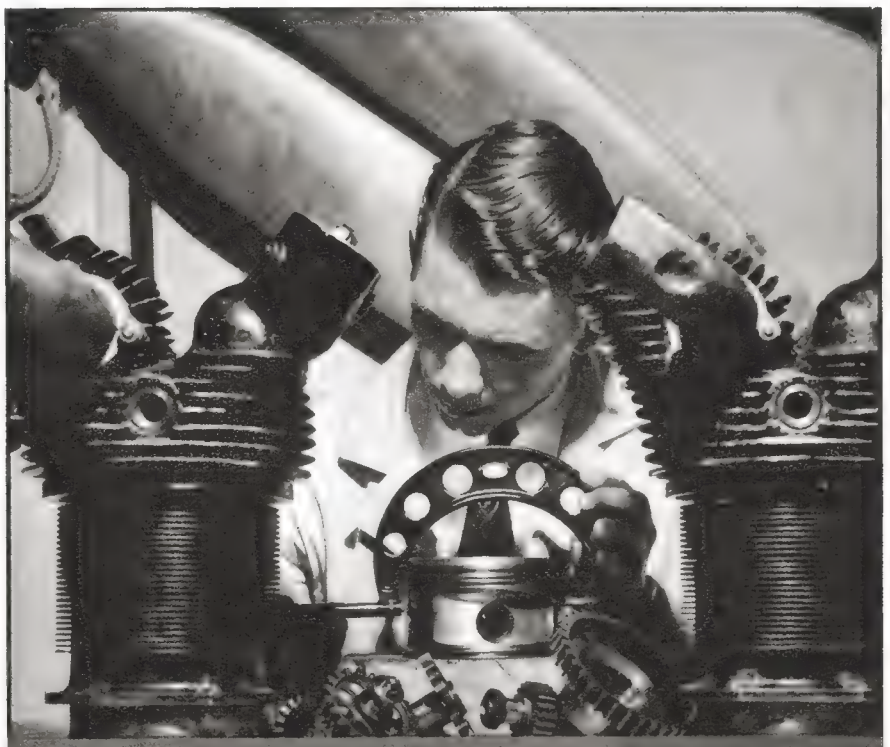
Winning the fight, they will have preserved a way of life that has given American youth ready access to economic enterprises for which their aptitudes suit them. That free way will persist in our political life and in our economic life as well.

To help the young Americans now seeking work and to aid the others who later will seek work, LOOK offers "Careers for Youth Today." This series provides a realistic appraisal of four vocational fields especially attractive to young people. It is hoped that these picture-surveys will help America's youth to build sound, useful careers.

Opportunities for youth in the field of radio are examined beginning on page 22 ▶



GOVERNMENT SERVICE, an expanding field, needs varied talents.



AVIATION wants bold planners for the future, needs skilled workers.

"Nobody's trying to make you a goat!" coaxed Elsie

"THEN why," demanded Elmer, "am *I* the only one around here who has to make New Year's resolutions?"

Elsie, the Borden Cow, explained: "*My* resolutions all have been made for me. Long ago—by the Borden experts and scientists who make sure that I always lead a pure and blameless life."

"Some life!" grunted Elmer. "Do you think I'd let myself in for anything like that in *writing?*"

"It's a wonderful life!" Elsie protested: "I love knowing that it helps me to bring purer, better *Borden's Milk* to people. And heaps of pure, delightful things that are made from that milk. It proves that

good resolutions are certainly worth while."

"I presume," said Elmer, sarcastically, "that you have in mind a few suggestions as to what resolutions *I* should make?"

"Yes, indeed," Elsie replied happily. "You should resolve not to lose your temper any more. Keep cool—the way folks do with *Borden's Ice Cream*. Though I think they principally like it for the smooth, pure, lusciousness it gets from such grand milk and cream."

"I see," frowned Elmer. "Back to your milk and cream again. Well, what's next on my good resolutions?"

"You might try being good to children," Elsie suggested. "So that mothers learn to look up to you and

trust you—the way they do *Borden's Irradiated Evaporated Milk*. That's so digestible and rich in vitamin D that doctors approve it for babies. And it's the secret

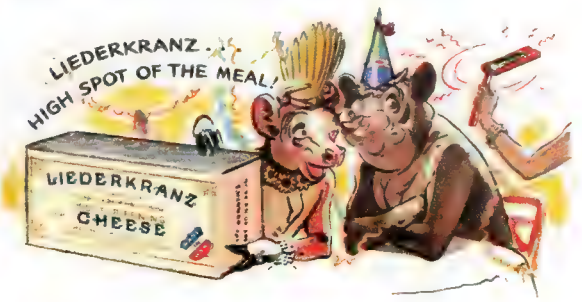
of lovely cream soups and fluffy mashed potatoes, too."

"I never realized before how improving good resolutions could be," snarled Elmer.

"I'm so glad you're being sensible," Elsie beamed. "You can also resolve to develop the sweet side of your character, Elmer. Everyone loves sweetness—particularly the scrumptious sweetness of the marvelous cookies, candies, and cake frostings that are made with *Borden's Eagle Brand Sweetened Condensed Milk.*"

"You're not afraid, are you," rumbled Elmer menacingly, "of overdoing my Great Reform? Perhaps I shouldn't try too suddenly to give up all my old habits."

"We must all make sacrifices," Elsie blithely encouraged. "I know I feel fully rewarded for some of mine every time I see a creamy, golden-crusted piece of *Borden's Liederkranz*—one of the noblest of the distinguished family of *Borden's Fine Cheeses.*"



"It must be nice," Elmer growled bitterly, "to be so cocksure everything good under the sun is the result of your own goodness."

"I don't feel that way at all," corrected Elsie. "I feel it's Borden care and Borden skill that make everything that's Borden's so good. I don't happen to have anything to do with *Borden's None Such Mince Meat.*

But no one ever tasted more juicy, spicy mince pies than None Such makes. . . . Now, Elmer, won't you sign your New Year's resolutions—right here?"

"NO!" bellowed Elmer. "I refuse to be led by the nose! I refuse to be bulldozed!"

"You're being *bull-headed,*" Elsie told him. "It's by being reasonable and listening to others and taking good advice that millions of people have learned to their joy . . . *'if it's Borden's, it's GOT to be good!'*"

* * *

***Full-color Elsie Pictures from the ads*—illustrations only, no advertising. Set of six, suitable for framing, 7½ x 7½ inches. Write Elsie, Dept. 2-F, Post Office Box 54, New York, N. Y., enclosing 10 cents.**

In Canada, address Borden, Spadina Crescent, Toronto, Ont.

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From the control booth Director della-Cioppa (right) puts his show through dress rehearsal just before going on the air. With his right hand he signals

ON THE AIR: Using radio's sign language, della-Cioppa guides the company through a 30-minute dramatic broadcast. Following his wigwags are 24 musicians, four vocalists, nine actors, three sound men and an announcer. Although the broadcast is the test of a director, the hard work has gone before. To put these 30 minutes on the air, della-Cioppa has spent 26 hours in the preparation pictured opposite and on page 24.

CAREERS FOR YOUTH TODAY—No. 1

Radio Calls for Youth

EDITOR'S NOTE: *Radio employs about 150,000 people. Of these, only about 20,000 work in the broadcasting division—the others mainly in manufacturing. Radio is a small field and attracts far more job hunters than it can place.*

In spite of this drawback, radio is worth considering as a career. It advances able workers swiftly. It pays a very high wage scale. More important, radio—a young industry—is anxious to recruit young workers with ability.

On pages 24 and 25 is a detailed analysis of the most promising jobs in radio. But, to provide a more intimate introduction to the field, LOOK *presents on these pages the personal story of Guy della-Cioppa—a young man who is building a successful career in radio.*

Guy della-Cioppa (pronounced Choppa) is 27. In 1937, when he was graduated with honors from the University of Pennsylvania, he applied for a place on the apprentice staff of the Columbia Broadcasting System. From more than 300 applicants, he was one of 15 chosen.

At $25 a week, he spent the next year moving from one department to another—pausing three months at each stop. Starting in Production, he progressed through Script, Special Events, Research and Sales Promotion.

At the end of his apprenticeship, he was given a $50-a-week job in Production. Here he served as an assistant director — setting up mikes, keeping time, handling details for the director. For two and a half years he worked in this department, and his salary rose to $75 a week. Then, in April, 1941, he was given his present position as a director—and another pay raise. Currently, della-Cioppa directs many of Columbia's dramatic defense programs.

for more volume from the sound-effects men; with his left hand he regulates the orchestra's volume. A studio technician (left) controls the microphones.

The young director spends 26 hours in these preparations for a radio show lasting but 30 minutes

CONFERRING WITH SCRIPT WRITER Draper Lewis, della-Cioppa keeps his mind on the music and sound effects which later must be blended with the words. But he cannot be sure how the show will sound till he hears it in dress rehearsal. Faults often turn up then, and he must rewrite it under strain of last-minute pressure.

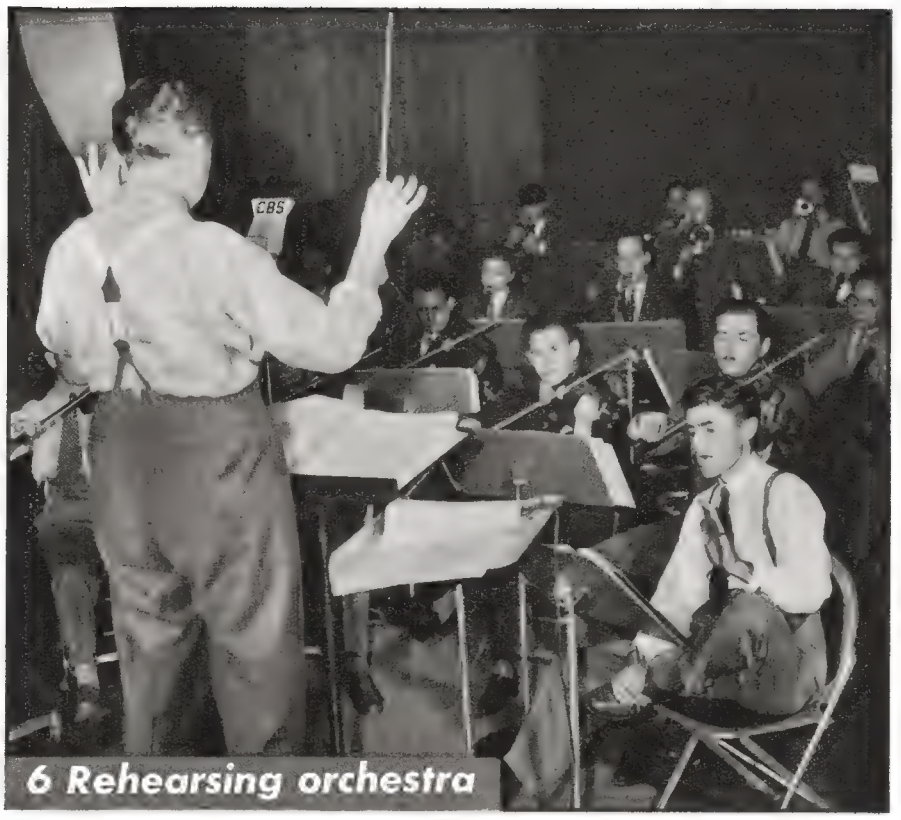
AUDITIONING RADIO ACTRESS Blanche Gladstone, della-Cioppa has her read a variety of lines. For a script may contain 20 speaking parts and the budget allow for only nine performers—a situation demanding versatile actors. Della-Cioppa holds few auditions, usually casts a show from his private file of able actors.

THE DIRECTOR OF THE MUSIC LIBRARY plays a score which della-Cioppa has requested for the show. Although he is aided by a staff of composers and arrangers, the director is responsible for the final blending of the score and the script. Della-Cioppa says: "A director's got to be a mixture of musician, writer and diplomat."

WITH THE SOUND MAN, della-Cioppa plans the effects which will add realism to the program. (One problem: to produce a 19-gun naval salute. Solution: a recording of fire from a 16-inch gun plus wild hammering on a huge thunder drum.) Now, after 20 hours of preparation, della-Cioppa is ready to rehearse the show.

CONTINUED ON NEXT PAGE

5 Rehearsing actors

AS THE ACTORS READ THE SCRIPT, della-Cioppa explains the effects he wants. Listening to the lines, he often revises to make them read more smoothly. He sometimes acts the parts out himself, with gestures. "I could do this without the hand waving," he admits, "but then I wouldn't get as much pep from the actors."

6 Rehearsing orchestra

AS THE ORCHESTRA PLAYS the score, della-Cioppa reads the script, half aloud —checking the timing. This session ends, and the dress rehearsal begins at once, with cast and orchestra together for the first time. Finally a green sign glows: STAND BY. The noisy studio grows quiet. . . . A red sign flashes: ON THE AIR.

These are your best job bets in radio

Your education. A high-school education is a minimum requirement for almost any radio job. College is helpful but not absolutely essential.

Your first job. Best place to begin a radio career is in a small station. There you get a better rounded picture—and wider experience—than in a network. Second best beginning is with a chain—on the page, the stenographic or the apprentice staff.

Your experience. You need some experience to get even a beginner's job. While you are still in school, work on the school publication or on a local newspaper. Join a dramatic club and learn all you can about acting and directing. Search out any charity or educational group having a sustaining radio program and offer to help write and produce the show. If you are interested in the technical side of radio, build and operate your own transmitter.

Your future is uncharted. Radio is a tough, narrow field. But it rewards exceptional ability richly. Good luck.

	ANNOUNCER	SCRIPT WRITER
WAGES & HOURS	Average small station wages: $32.50 a week; network: $65.54. Only men in demand by sponsors earn above $100 a week. Beginners in small stations: $15 to $25 a week. Hours are irregular but are not overlong.	Staff writers on smaller stations earn from $20 to $75 a week, average $32.46; on networks, from $30 to $120, average $56.74; in advertising agencies, $50 to $100 weekly, with some $200 jobs. Best pay made by leading free lancers: up to $1,500 a week. The hours are reasonably regular, with occasional epidemics of overtime.
QUALIFICATIONS	Pleasing, natural voice—not too high, not too deep. Complete command of English, plus knowledge of foreign pronunciation. Quick mind and tongue. Pleasing personality. Confidence, initiative, adaptability, dependability. NETWORKS DEMAND: college education (or equivalent); two years of actual announcing experience. NBC requires fluency in at least one foreign language.	Only one real requirement: genuine writing ability. Must have versatile style, be able to work effectively under heavy pressure. Since most radio writing is designed to sell merchandise, a flair for salesmanship is extremely useful.
PREPARATION	Study languages, grammar, music appreciation, literature. Read widely—especially in current events. Go in for amateur dramatics. Get as much education as you can afford. Begin specializing in one field—sports, music, politics, etc. Learn all you can about radio in general—remember that an announcer must be versatile.	Formal education less important than wide general knowledge gained from reading and experience. Get practicaly writing experience—on a newspaper or magazine or in an ad agency. Try writing for amateur dramatic groups. Study good books on radio writing. Listen to radio constantly and critically. Actual selling experience may pay dividends. Write and rewrite practice scripts.
HOW TO BREAK IN	Best bet: very small station. Second best: as page boy or apprentice with big station or network. Apply with best letter you can write, then audition in person or send recording of your voice announcing a newscast, sportscast (brief play-by-play sketch), music continuity, as well as several commercials of different types.	Try to sell a dramatic script to a station or agency—but study requirements microscopically and rewrite carefully before submitting. For a staff writing job, submit varied samples of your work—dramatic script, music continuity, various commercials. Might try to begin as a researcher or typist with big station; but your best bet is still a job with one of the smaller stations.
THE FUTURE	Top-flight commercial announcers make from $150 to $300 a week; a few, above $500; featured sportscasters and news analysts, up to $1,000. Some announcers become producers with regular hours and good pay. Other announcers work into station management.	Top writers are highest paid workers in radio (other than star performers). Gag men for sponsored comedians make up to $1,500 a week; authors of popular serials, $200 to $1,500. As radio grows, it demands better writing and is willing to pay for it. Television will open new fields for writers. Already radio uses more words in a single day than the films use in an entire year.
	There are only 4,000 announcing jobs in the U. S.—and the turnover is slow. Have your voice tested (by a regular radio station if possible), for it may be unfit for public consumption. Announcing jobs for women are almost non-existent. BUT there is almost no other job in which exceptional talent is rewarded so quickly and handsomely.	If you have been unable to sell your writing to newspapers, magazines or book publishers, there is no reason to think you can sell it to radio. Don't expect big money unless you have big talent. BUT there are no barriers against women in radio writing. No one cares what college degrees you hold. The field is wide-open to fresh talent.

FROM THE TELEVISION CONTROL BOOTH, della-Cioppa watches the televising of a dance turn. Although he has no connection with the television department at CBS, he—like most young men in radio—is interested in the new field. It is from the ranks of these experienced workers that television will recruit most of its talent when it eventually mushrooms. Currently there are almost no job openings in this field. And, until the war is won, there is little likelihood of any. Young people who want to work in television will do well to get experience first in one of the branches of radio analyzed in the chart below.

TIME SALESMAN	PUBLICIST	TECHNICIAN
Average earnings on medium-sized station: $48.50 a week; on chain: $121.23. Although network salesmen work on straight salary, most other jobs pay by commission (10 to 15 per cent, with drawing account). The hours are regular, and they are not overlong.	**M**edium-sized station: $20 to $40 weekly. Big station or network: $40 to $75 a week. A few jobs: $100 to $150 a week, but these usually carry some executive responsibility. Hours are regular and are not overlong. As in all radio jobs, the pressure is usually fairly heavy.	**S**mall station: $25 to $50 a week, average $38.85. Big station or chain: $40 to $90 a week, average $66.28. Hours are irregular but, except in small nonunion stations, they are not overlong.
Pleasant personality—friendly, extrovert, optimistic. Must be able to talk convincingly and listen interminably. Knowledge of radio showmanship helpful. Must be able to work hard and cheerfully in the face of discouragement. Must be imaginative and, above all, must like selling.	**M**ust be able to write ably and swiftly. Must be a good reporter. Pleasant personality, imagination. Ability to work smoothly with all kinds of people—smiling while you feel like slugging. Must be able to produce ideas frequently. Previous experience on a newspaper or a magazine or in an advertising agency is essential.	**I**ngenuity and calmness. Some appreciation of music and drama. Practical knowledge of radio equipment. At least a high-school education, plus sound technical training.
Formal education of minimum importance. Sales experience—lots of it—essential. Get experience in selling of any kind—even door-to-door. As soon as possible, work into advertising salesmanship, from there into radio time sales. All the while, study radio carefully.	**H**igh-school education necessary; college education helpful. Work on school publications—as radio editor, if possible. Get job on home-town newspaper; try to sell feature stories to metropolitan papers or magazines. Read the radio and the advertising trade journals.	**G**et training in radio engineering at a vocational high school, college or trade school, through an apprenticeship with one of the big electrical manufacturing companies or by operating your own amateur or "ham" station. Study music and acoustics. Learn to maintain and repair equipment. If you want to operate a transmitter, learn requirements for government license and study to fulfill them.
Try to get a job selling ad space on commission for your local paper. After you have built up experience and business contacts, try to switch to local or near-by radio station. Keep at this job till your sales record indicates that you are ready to go after bigger game; then—but not before—try to move to a bigger station.	**A**pply in person at a small station, bringing along samples of your writing and a scrapbook of your published material. (Be sure you are well informed on the station's programs and personnel before you have an interview.) On networks, try to get a steppingstone job as a stenographer, as a page boy or as an apprentice.	**O**perate your own "ham" station; then apply for an apprenticeship with manufacturer of radio equipment or work in a radio repair shop. Finally, apply for a job with a small broadcasting station or an apprenticeship with a big one.
Salary scale for salesmen is high. Television offers uncharted but promising future. Program department—where ideas for commercial shows are developed—offers satisfying work and good pay for the imaginative worker with selling background. Executive jobs in radio are not infrequently filled from among the sales staff.	**F**ew radio publicists make much more than $100 a week. But the work offers a liberal and practical education in radio. Publicists have become script writers, directors, producers. Some originate program ideas which they sell to their own stations or to an advertising agency. Some of them open their own publicity agencies, getting clients through their regular radio contacts.	**T**elevision will open up advanced engineering jobs. Development—or experimental—engineering departments of electrical manufacturers offer interesting, well-paid work. Other opportunities: recording, facsimile transmission, movie sound or supervising a big broadcasting station.
Competition is terrific. Long, hard effort can end in: No Sale. The field is extremely difficult to break into; easy to break out of. BUT, once you are launched, you are headed for a good income. And, the nearer you get to the top brackets, the easier your work becomes.	**T**he field is crowded, the work hard, the pay relatively low. BUT the work is interesting and varied. Open to women. Publicity jobs afford an excellent education and an entry into more important radio jobs.	**I**n this field you have to be something of an expert even to begin. You can accomplish this without a college education, but it is difficult. You should be able to support yourself with some job while educating yourself at night school or by home study. Advancement is less swift than in non-technical radio jobs, and top pay is lower. BUT job security is more stable; professional life is longer.

In the next LOOK: Department-store work—a field which offers half a million jobs

END

Why America Can't Lose

We have the resources, the determination, the heroism—if we lose, we shall have only our slowness to blame

BY RAYMOND CLAPPER

Famous as America's hardest-hitting, best-informed Washington columnist and as a news analyst on national radio broadcasts

We could lose this war. But we don't need to—and we won't. Realities exist to make our victory certain. We have but to keep them in mind and take full advantage of them. They cannot be wiped out by temporary defeats. The realities stand like solid rock to support our faith in ultimate victory.

I want to remind you of some of those realities that fight on our side:

Japan woke us up in time.
We have the resources to win.
We are determined to use them.
Our fighting men have the heroic spirit.
Strong, resolute allies fight on our side.
We know we are right.

If we keep those facts in mind, we shall be thrice armed, and bad news will never shake our faith in final victory.

Thanks to Japan—

Except for the shaking up we got at Pearl Harbor, we might have slept until too late. The price was appallingly high. Yet we can thank Japan for doing us a favor.

It was not only our Hawaiian forces that were asleep. All of us were. Some of us slept soundly, thinking no army or air force could attack us. Colonel Lindbergh was sure of it.

Others of us slept fitfully. We did not altogether like the looks of things. But we were not prepared for war, so we thought we had best keep out of it. We were willing to send some planes and tanks to England, even to Russia. But keep out of the war. So we tried to do that.

We Shot Our Bolt—for Luxury

We went ahead with our big boom year of 1941. It was a luxury boom year. We used up precious rubber, chrome, tungsten, copper, steel, factory tools and labor in making record-breaking quantities of automobiles, refrigerators, radios, washing machines and silk stockings.

We were vaguely conscious that Japan might grab the East Indies. But we thought that, if the improbable did happen, we could easily build synthetic rubber plants or find other substitutes. There certainly was no sense in going to war for dear old Dong Dang. What business did we have in the Far East anyway?

Such were the dreams from which Japan aroused us on Sunday morning, December 7. If it had not been for that, we might easily have had our world go down piece by piece, with never a splash close enough to wake us up. Thank you, Japan. Thanks, for calling us in time.

About Our Resources—

We have the resources to win. It is old stuff to recite the statistics of our basic strength. But I'll put them in for the record:

Of the total world output, we produce 60 per cent of the oil, half of the corn and cotton, 40 per cent of the lumber, 35 per cent of the electric power, a third of the coal and iron.

We make more steel than all of Europe. We make about 10 times as much as Japan. There is no manufacturing plant in the world that compares with the giant American factory.

Why We Got Trapped

You know all this. Yet, we have known it so well that we have by that very fact allowed ourselves to be trapped.

We have been trapped because we did not see clearly that this vast strength was organized for peace rather than for war. Ours was the strength of a fine, healthy young man riding in a beautiful, powerful automobile down a road lined with gangsters and machine guns.

The gangsters didn't have a nice, new automobile. But they had the machine guns. They could pull the trigger, and then where were the fine young man and his new automobile?

Our great industrial machine that was built for better living must now be changed over. It must be consecrated to the savage business of smashing our enemies before they smash us.

We Are Determined—

We didn't realize our weakness until Japan struck. We had talked about producing for war. We had dabbled with the idea. But we didn't actually do anything until December.

Then we decided to stop wasting rubber tires on easy living. We decided to stop making autos and start really making bombers. We resolved to put more than half our effort into war work.

That decision means that we bring into the war industrial power greater than all the industrial power Germany has gained by her conquests.

Germany has been unable to knock England out, and she has been unable to knock Russia out. Now that our industrial power is added against her, how can she hope to win? The conclusion is inescapable. With our power thrown into the balance, the Axis must inevitably lose.

U. S. soldiers are learning to use their weapons.

No Time to Dawdle Now

The only question is that of time. The Axis has just one chance—and that is to win before we have time to get all our strength into the fight. The battle now is a battle of time.

England has shown that an industrial machine can be changed from peace to war work after war has begun. In less than two years the British had more than half their industry on a war basis. We must outdo their achievement.

This picture of troops practicing river crossing in collapsible boats was made on maneuvers. At left, a mine is set off to simulate the enemy's artillery.

A nation that could make four and a half million automobiles in 1941 can make 45,000 combat planes—exclusive of trainers—in 1942.

We allowed 200,000 automobiles to be made in January. Surely by the end of the year we could be making 5,000 tanks a month. If we do, then twilight has set in for the butchers.

The Heroic Spirit—

When they have the weapons, our fighting men will know how to use them. With only four planes, the marines on Wake Island fought off waves of Japanese planes day after day. They still fought when they had only two planes left. Finally they fought with only one plane.

No Vichy men on Wake. They didn't have a chance. But they fought until they were captured. If they had had the weapons and the numbers, they would have fought until they had won.

Even at Pearl Harbor, after being taken completely by surprise, American sailors jumped into oil-burning water, as their ships went down, and swam—not to shore—but to outgoing destroyers and climbed aboard to continue the fight.

They fought from burning decks, from sinking ships, from damaged air fields with the fanatical spirit Hitler said a democracy could never produce. General MacArthur, hopelessly outnumbered in the Philippines, fought on after he knew that enough help could not possibly arrive.

We knew that German soldiers fought like demons for Der Fuehrer. We knew that Russian soldiers fought fanatically for Stalin. We knew that American pioneers could fight.

Now we know that modern American men fight just as heroically for free America. Give them the tools, and they will do the job. With arms, men like the marines of Wake will prevail. We know now what they can do with their bare hands. Give them weapons, and they will win.

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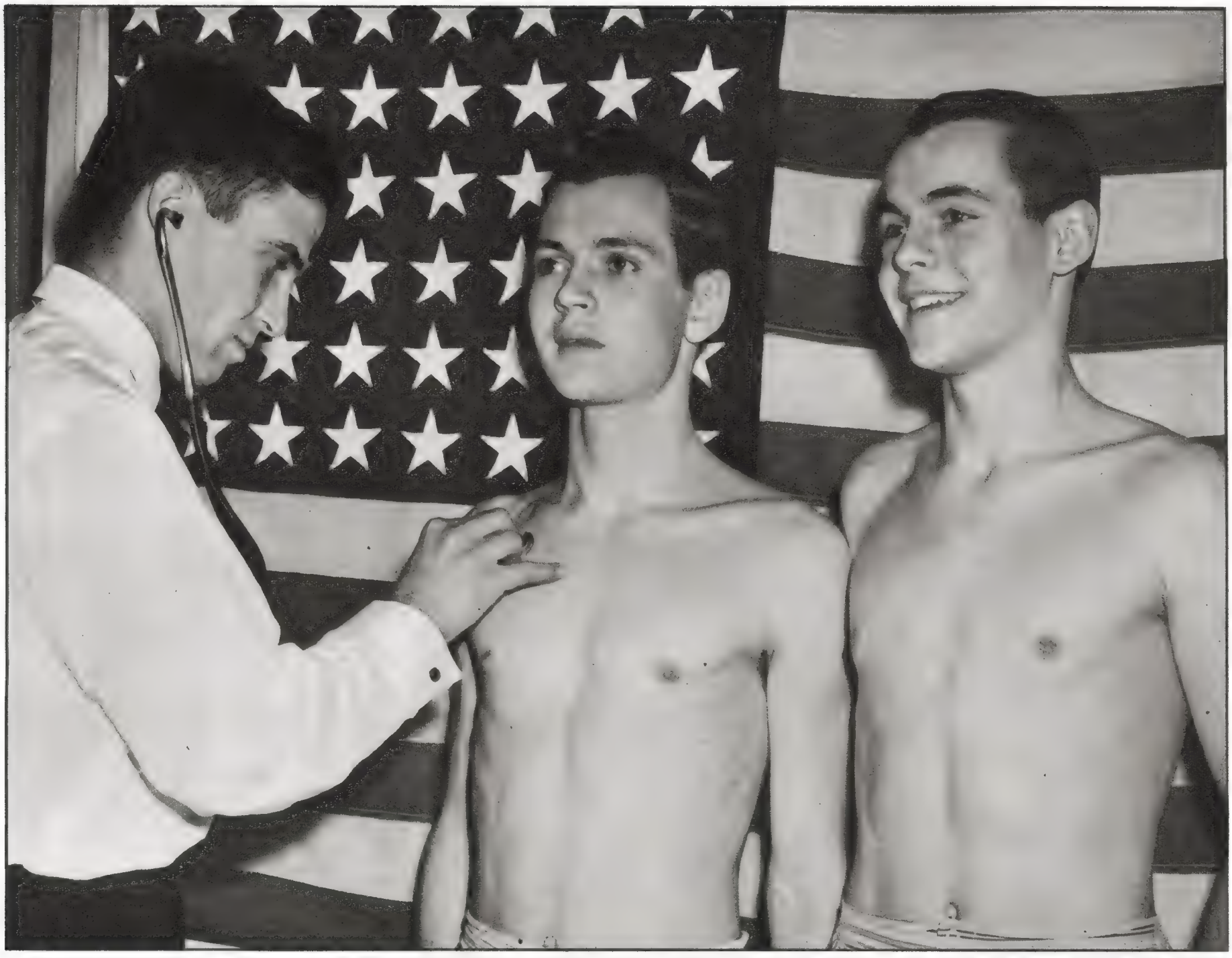


With war came unity—and a rush to enlist. Here Philip (left), 19, and John Kenkel, 18, brothers from Mt. Rainier, Md., join the U. S. Navy on Dec. 9, 1941.

The enemy hasn't been able to defeat England or Russia or China—how can he win if we fight with them?

The fifth reality fighting on our side is that we have strong and resolute allies. We have seen Russia beat the Germans back. We have seen Britain withstand the heavy attempt to knock her out from the air, to blast her ports and to destroy her vital shipping.

The decision of the United Nations to pool all forces to fight the war as a whole, and not as several separate wars, means superiority in men, in raw materials, in industrial capacity and in control of the sea routes.

We are a mighty combination. What England, Russia and China have been able to do without America and with meager short-of-war aid must be only a token of what all four of us can do.

A Just Cause—

Above all, we know our cause is just, and thus we are thrice armed. That is not rhetoric. It is a reality that rests within the heart and releases the inner springs of action to the full. We can see this most clearly in our own case.

Before the Sunday of December 7 had ended, there was scarcely a leader in America, no matter what his previous attitude, who did not echo the words of the isolationist, Senator Wheeler—"We'll fight till hell freezes over."

Congress did not even debate; there was not a word to be said on the other side. We had been attacked. We fought in self-defense.

Beaten But Unconquered Men

That has been the story everywhere during this war. Axis countries have conquered, but they have never pacified. Though they are unable to fight, the same desire to drive the invader out exists in the hearts of men in every conquered land. People of any nationality want to rule themselves. The brutality of the conquerors has inflamed that desire to an abnormal degree.

The tortures of France only make the case clearer. France surrendered. She tried in every way to adjust herself to Germany. Yet, a year and a half later, her plight is so pitiful that she stands as horrible example of those who give up.

Every nation wants the Axis crushed. Even those still neutral hold back not because they want the Axis to win but because of their paralyzing fear. Their very terror justifies our cause.

This is the good war. It is the good war because its purpose is to wipe out the barbaric regimes which have time after time broken the peace of weaker neighbors and taken by force the lands and lives of other people. It is the good war which seeks to restore among nations peaceful methods of adjusting differences.

Because our cause is just and because the victory of our side offers the only prospect of restoring freedom and self-government, we have hosts of unknown secret allies within the enemy's lines. They are a gnawing cancer to Hitler. This reality will become more evident as our superior force begins to bring victory into sight.

This Is How It Adds Up

Those are the realities which can give us victory and which I believe *will* give us victory. But, as I said at the beginning, we can lose.

We can lose if we allow the Axis to take better advantage of time than we do. To win, we must bring our latent superiority to life and convert it into military blows in time.

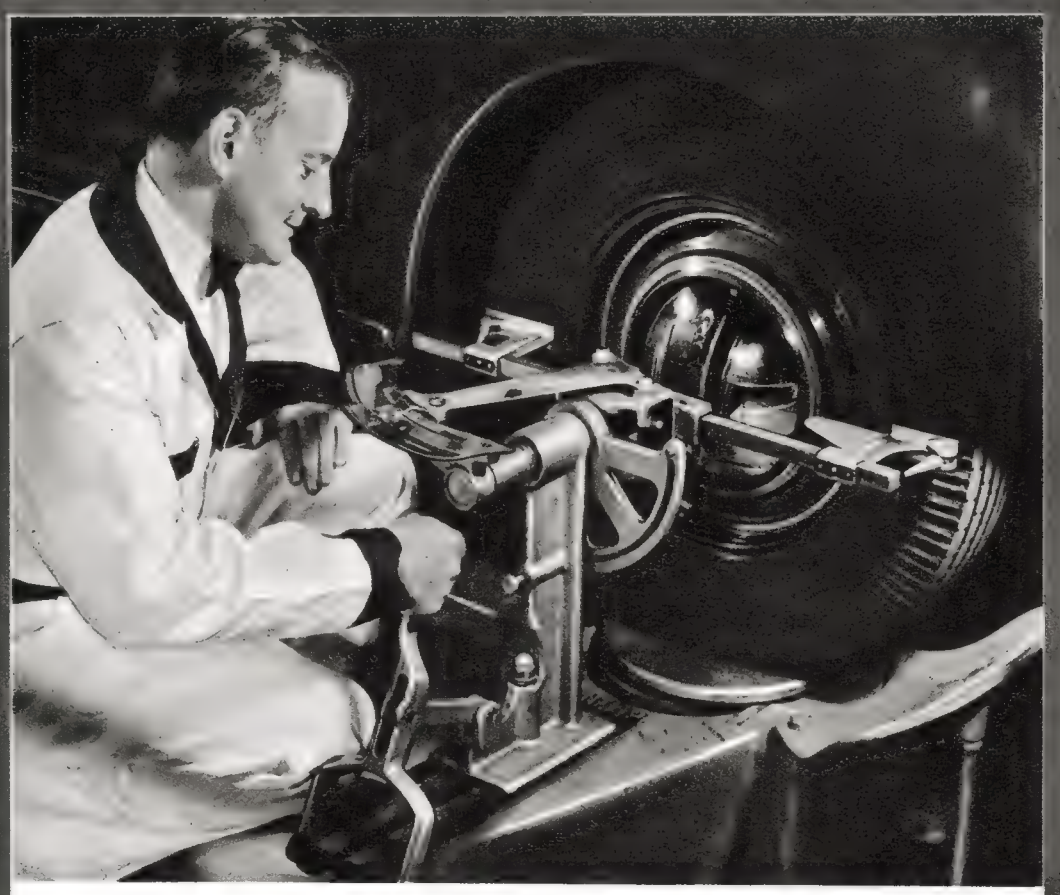
There is no turning back for Hitler. No turning back for us. As Churchill told Congress, this war will end when one side or the other is crushed. We have the strength to win. The only question is whether we have the time. That will depend on how well we use what time is left.

END

CHEVROLET

invites the millions of patriotic, forward-looking Chevrolet owners—and, in fact, all motorists—to join with Chevrolet dealers in a great national

"CAR CONSERVATION PLAN"



To conserve rubber—to make your tires last longer—have your steering and wheel alignment checked with this special equipment at your Chevrolet dealer's.

CONSERVE TIRES—ENGINE—TRANSMISSION—EVERY VITAL PART

Chevrolet's new "Car Conservation Plan" is designed to help you *keep your car serving faithfully for the duration,* and invites your cooperation on the following points: (1) Observe the simple, fundamental, thrifty rules of car care, such as keeping tires properly inflated, checking battery, water, oil, etc. . . . (2) Get a simple service "check-up" at your Chevrolet dealer's *now,* and avoid major troubles later. . . . (3) See your Chevrolet dealer *regularly,* because periodical "check-ups" cost little, while neglect brings big repair bills. . . . *Remember*—your car also serves in "America's Victory Program." Keep it serving well by keeping it well serviced.

CHEVROLET MOTOR DIVISION, ***General Motors Corporation***
DETROIT, MICHIGAN

CHEVROLET DEALERS SPECIALIZE IN THESE "CONSERVATION SERVICES" for All Makes of Cars and Trucks

1. **TIRE SERVICE** *(to conserve rubber).*
2. **RADIATOR** *(to safeguard cooling system).*
3. **LUBRICATION** *(to conserve motor, chassis).*
4. **BRAKES** *(to preserve lining, etc.).*
5. **MOTOR TUNE-UP** *(to conserve engine and fuel).*
6. **CARBURETOR AND FUEL PUMP** *(to save fuel).*
7. **STEERING AND WHEEL ALIGNMENT** *(makes tires last longer—conserves rubber).*
8. **BODY AND FENDER REPAIR.**
9. **CLUTCH, TRANSMISSION, REAR AXLE.**
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11. **SHOCK ABSORBER SERVICE.**
12. **PAINTING, REFINISHING, WASHING, etc.**

Always **SEE YOUR LOCAL CHEVROLET DEALER FOR SERVICE**

A MOBILE NATION IS A STRONG NATION

HELPING TO ADJUST Alma Heflin's back-pack parachute is Major C. R. Borkland, of the Army Inspection Service. The new, revolutionary O-59, or "jeep," plane manufactured at the Piper Aircraft plant is a light ship used for courier, observation and liaison work by military authorities who must travel in U. S. maneuver areas where no large landing fields exist. Alma, like all test pilots, wears a parachute while test-flying but has jumped only for practice.

Girl Test Pilot

A 28-year-old blond named Alma Heflin is the first U. S. woman to test planes

THESE 100 "JEEPS" lined up for tests on the Piper field represent a week's work for Alma and her three co–test pilots. The planes are light—Alma is swinging one around single-handed between the first and second rows—and small. Each test takes about 40 minutes.

Every 20 minutes a "jeep" plane rolls off the assembly line at the Piper Aircraft plant in Lock Haven, Pa. In five more minutes it stands in place on the gigantic landing field before a Piper-employed test pilot.

One of the four test pilots at Piper is Alma Heflin, a Winona, Mo., girl whose career in aviation has been spectacularly brisk. In 1934 she had only 100 hours of flying time. By 1940 she had been a parachutist, a flying and ground-school instructor, a mechanic, a navigator, an aircraft engineer. Today she holds a unique job. She is the first and only woman in the United States to give airplanes their final, perilous, predelivery workout.

AIR "FIRSTS" HAVE COME EASY TO ALMA HEFLIN

- First girl apprentice
- First girl "jeep" pilot
- First girl pilot in Alaska
- First girl sales manager
- First girl tour director
- First girl test pilot

BEFORE EACH FLIGHT Alma straps a note pad to her knee, for the recording of her test-maneuver observations and recommendations. The "jeep" cockpit is too small (it holds only two fliers, one behind the other) for writing fixtures.

ALMA ACKNOWLEDGES THE ALL-CLEAR signal from the field manager before taking off. She began her commercial aviation career as an apprentice in the Piper plant, was the first girl to work in all departments of construction.

CONTINUED ON NEXT PAGE

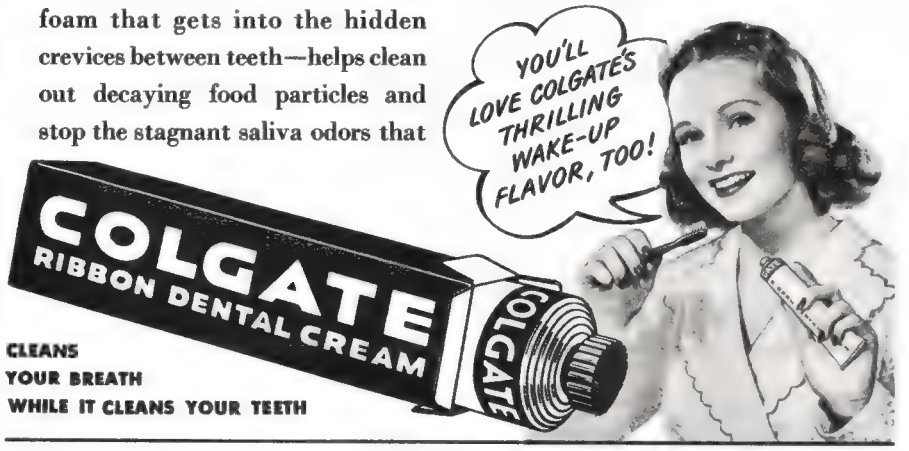
IF IT'S KISSIN' YOU'RE MISSIN'

. . . better look to your breath! Use Colgate Dental Cream—the toothpaste that cleans your breath while it cleans your teeth

YES, SCIENTIFIC TESTS PROVE CONCLUSIVELY THAT IN 7 OUT OF 10 CASES, COLGATE DENTAL CREAM INSTANTLY STOPS ORAL BAD BREATH

COLGATE DENTAL CREAM, you see, has an active *penetrating* foam that gets into the hidden crevices between teeth—helps clean out decaying food particles and stop the stagnant saliva odors that are the *cause* of much bad breath.

And Colgate's has a soft, safe polishing agent that cleans enamel thoroughly, yet gently—makes teeth naturally bright, sparkling! So next time you buy toothpaste, buy Colgate's—the toothpaste that does *two* jobs for the price of one!



CLEANS
YOUR BREATH
WHILE IT CLEANS YOUR TEETH

Five times a day, Alma Heflin does a climb, hands-off flight, vertical bank, power dive

THE FIRST TEST Alma gives the O-59 is a climb, to determine the engine's ability to "rev up" (speed) without overheating—important because "jeeps" take off over obstacles from small fields. She averages 25 tests a week, depending on weather.

HER SECOND TEST is a 20-minute hands-off flight, to judge whether or not the plane is rigged to maintain a level flight position. Alma was the first U. S. woman ever to fly a "jeep" (Cub) plane. Her altitude record is four miles.

A VERTICAL BANK is her next test, which she performs by turning the plane almost completely on its side. Verticals are among the most rigorous of the 20 basic maneuvers in a complete test. They indicate airworthiness of controls, rigging.

LAST AND MOST SPECTACULAR test is the power dive, which Alma begins at 6,000 feet and pulls out of at 3,500 feet, diving at absolute top speed for 2,500 feet. Power dives show the maximum strain which wings and their fittings will stand.

AFTER ONE OF HER FIVE DAILY TEST FLIGHTS, Alma instructs a mechanic to correct a "wing heaviness." As air-tour director for the Miami Air Maneuvers (1938) and a sales-promotion manager for Piper (1939), she has flown Cubs all over the U. S.

A FINAL INSPECTION TAG initialed "A. H." is tied on the propeller. Although Army insignia (applied before testing for convenience) appear on these "jeeps," no plane becomes Army property until all necessary tests have been completed.

She looks like this during test flights

DURING A VERTICAL, Alma forces her head over her shoulder. This tends to lessen the pressure (uncomfortable but not injurious) which draws blood from the brain, causes "black-outs."

WHEN SHE LEVELS OFF or pulls out of a power dive, her head is drawn squarely down between her shoulders. If she does not immediately force her head back, she will "black out."

SHE KEEPS HER HEAD RIGID and shouts to tighten abdominal muscles and resist pressure on vital organs during a power dive. Alma Heflin is nervous in high buildings—but not in a plane.

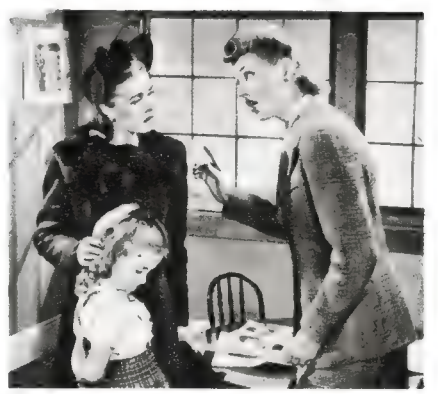
END

"I don't wanna go home with Mommy!"

A teacher tips a mother off on safe child-raising

1. I thought I'd die of embarrassment when Betty acted that way at kindergarten. "Why Betty," her teacher said, "is there something you're working on that you'd like to finish before you go home? Is that why you want to stay?"

2. "No," said Betty. "If I go home, Mommy's going to make me take that awful medicine!" and she burst into tears. I explained to Miss Ives that Betty needed a laxative and had refused to take it this morning. And I'd told her she'd have to take it when she got home.



3. "We have this same performance every time Betty needs a laxative," I told Miss Ives. "She just hates the taste of it." Miss Ives said that wasn't too good—that *forcing* Betty to take it could cause nervous upset and disturb her digestion.

4. "Our school nurse," she said, "works very closely with a child specialist. And he recommends Fletcher's Castoria. It's made especially and only for babies and children . . . gentle, safe for their delicate system, yet thorough. Best of all, they love its taste. Take it willingly."

5. "This doctor says Fletcher's Castoria clears away waste by stimulating muscular movement . . . much the same as in normal evacuation. It isn't likely to gripe. Nor is it likely to form a habit—there are no harmful drugs or narcotics in Fletcher's Castoria."

6. Well, on the way home I asked our druggist about Fletcher's Castoria. He said that *senna* is its chief ingredient—and that in Fletcher's Castoria, senna has been especially processed to eliminate griping. He recommended it so highly that I bought the family-size bottle and saved some money.

When I gave Betty Fletcher's Castoria—she loved it! It worked so gently with her she never realized she'd had a laxative! As far as *my* little girl is concerned, Fletcher's Castoria is "just what the doctor ordered"!

Chas. H. Fletcher **CASTORIA**

The SAFE laxative made especially for children.

The War in the Pacific

This is the last campaign for Japan after a decade of conquests in which she has won much—and gained little

The current War of the Pacific began 10 years ago—in Manchuria. It is but the final, climactic campaign in a war to expand and enrich the Japanese Empire. It fits, like the last piece of a Chinese puzzle, into the pattern of the decade-old War of the Far East, which it will decide. In turn, this War of the Far East is but a part of the Second World War.

The map at right shows where this final, vital, Japanese campaign is being fought. To be fully understood, it should be studied in relation to past Japanese campaigns.

Japan's wars all begin the same way

On Sept. 18, 1931, Japanese forces stationed in China overthrew Manchuria's provincial government, set up a puppet king.

On Jan. 27, 1932, Japanese forces laid Shanghai under siege and bombarded severely this rich international port.

On July 7, 1937, Japanese forces stationed in Peking fired the shots which started the "Chinese Incident."

Finally, on Dec. 7, 1941, Japanese troops stationed in French Indo-China invaded Thailand and British Malaya. At the same time, others attacked Hong Kong and the American islands of Hawaii, the Philippines, Guam, Midway and Wake.

In each of these campaigns, Japan has won important military victories and increased her territory. In none of them has she been successful in the aim to enrich herself.

Winning Manchuria, she lost trade in China proper. Winning the coast lands of China proper, Japan bled it of wealth, drove some 30 millions of the most productive Chinese—her best potential customers—to the unconquered interior. Winning complete control of Indo-China—and this by the mere threat of her army—Japan lost her trade with the Dutch Indies, Britain and America, sources of oil, rubber, tin and steel.

What Japan won and lost by warfare

Ten years of empire building had made the Japanese conquest-poor. Manchuria, coastal China and Indo-China were not worth their cost. There was no profit in them.

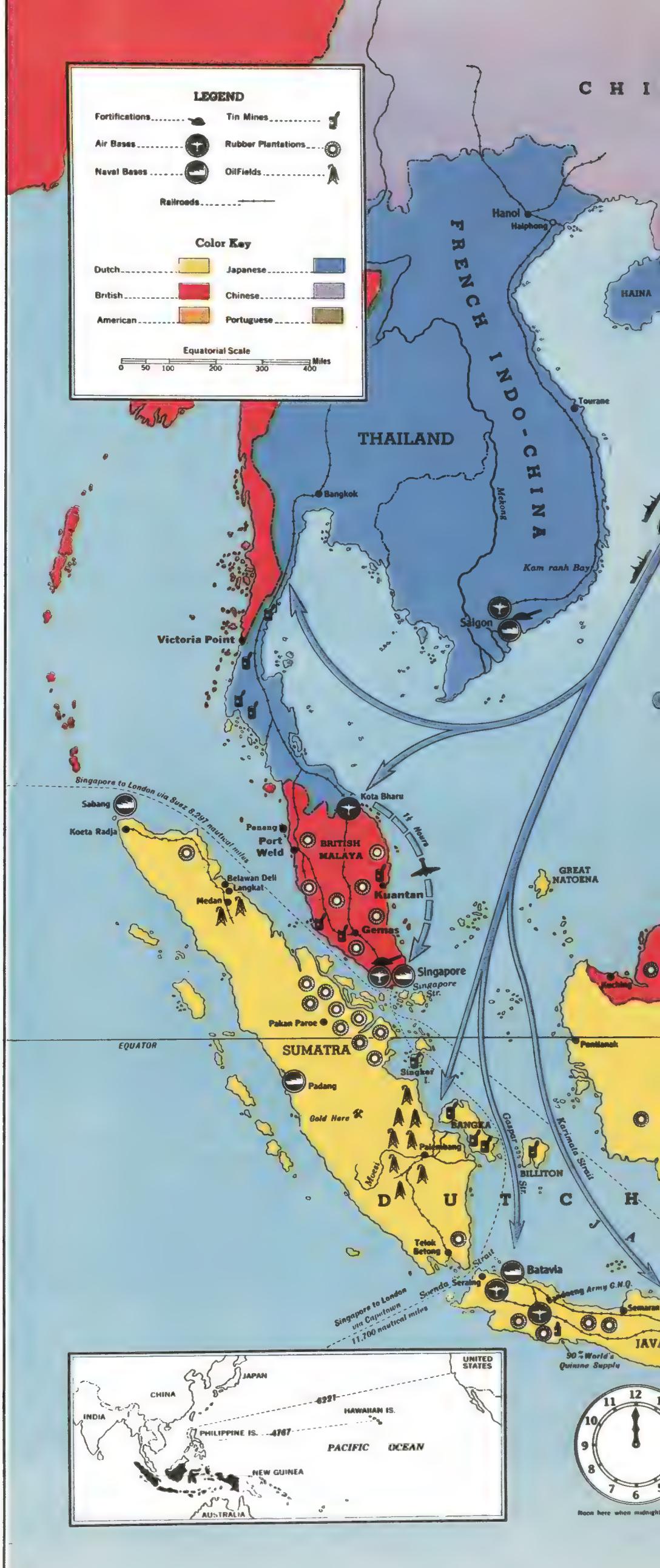
But to the south there was all Japan needed to give her the strength to fix her hold securely over all the Far East. The map shows the prizes that lured her. The arrows indicate the routes she must follow to claim them. Japan is gambling the conquests of a decade to get the oil, rubber and tin of the South China Sea.

Her greatest need is for oil. Oil is of more immediate value to the Japanese than all the rubber, tin, tungsten, manganese, zinc, quinine, teakwood, rice, hemp—and even gold—that can be found in all the 2,000 islands of the East Indies.

What Singapore means to this World War

It is because Japan must have oil that Singapore is the key point in this war. On its capture rests Japan's whole hope of winning. Undisputed control of the base at Singapore means control of the South China Sea, Malaya, a hundred score of islands, and probably Burma and Free China, too. Holding Singapore, Japan could cut off Australasia, threaten India, raid in the Indian ocean, delay Germany's defeat by months or years.

The Allies know that this world war cannot be won by any single nation or in any single area. They know, too, that no other area being fought over is so rich in raw spoils of war as the Indies. They know they must win here—first—so they may finally win in Europe over their chief enemy, Germany.



N A

Formosa Strait

From Japan

Keelung

FORMOSA

Taihoku

Bako

Canton

HONG KONG

It Hours

From Japan

Manila to San Francisco 6,221 nautical miles

VOLCANO IS.

Extent Japanese Base Facilities Unknown

MARIANAS ISLANDS
(Jap.)

P A C I F I C

Saipan

Manila to Honolulu 4,787 nautical miles

Guam
(U.S.)

O C E A N

Aparri

Vigan

Nagan

LUZON

Baguio

Lingayen

PHILIPPINE ISLANDS

Manila

Corregidor I.

Cavite

Legaspi

San Bernardino Str.

Mindoro Str.

PANAY

S O U T H

C H I N A

S E A

PALAWAN

Spratly Island

Balabac Strait

MINDANAO

Davao

Yap
(Jap.)

CAROLINE ISLANDS
(Jap.)

Palau Is.
(Jap.)

Extent Japanese Base Facilities Unknown

Angaur I.

Jesselton

Sandakan

BR. NORTH
BORNEO

BRUNEI

Sibutu Passage

Tawitawi

SARAWAK

Tarakan

Balikpapan

Kendi

Samarinda

BORNEO

Toboi Is.

Molukka Passage

EQUATOR

Barito

Pasir

Makassar Strait

Kotabaroe

Bandjermasin

CELEBES

Sorong

Kaloas

Fakfak

BOEROE

Amboina

CERAM

Lokseela

E A S T I N D I E S

Kaimana

Makassar

NEW GUINEA

S E A

B A N D A S E A

MADOERA

Soerabaja

WETAR

ALOR

LOMBOK

BALI

Den Pasar

SOEMBAWA

FLORES

Ende

Ombai Str.

Lombok Str.

Bali Str.

Ramboang

SOEMBA

Kupang

TIMOR

A R A F U R A S E A

Torres Strait

Darwin to Sydney 3,000 nautical miles

Thursday Island

Singapore to Darwin 1,902 nautical miles

T I M O R S E A

Darwin

A U S T R A L I A

Prepared and executed especially for LOOK, by C. S. HAMMOND & CO., N. Y. C.

DWIGHT ("DYKE") EDDLEMAN is 19, big (6 feet 2, 186 pounds), serious ("My primary purpose is to educate myself"), friendly, unspoiled. He's wearing a rubber collar his coach, A. L. Trout, designed to protect shoulders in football.

High-School Hero

The kids of Centralia, Ill., have forgotten Superman—they have Eddleman

by Tom Meany

Veteran sports writer; columnist of PM (New York daily)

Centralia, Ill., has been through an oil boom, but today the city of 15,000 is more excited over "Dyke" Eddleman and the high-school basketball team than it ever was over riches. The strangers in town are prospecting—but not for oil. They're scouting young Eddleman for Midwest colleges.

The cause of the furor is a senior at Centralia High School—the good-looking boy in the picture at the left. He has gray eyes and tightly curling black hair and so far has confined shaving to his upper lip. But here's what interests the scouts:

In 44 basketball games last season, he scored 969 points. He is an outstanding high jumper, broad jumper and quarter miler. Last fall, in 11 football games, he scored 73 points, gained 1,210 yards from scrimmage, kicked, passed and called the signals.

To A. L. Trout, coach and teacher at Centralia for 27 years, Dyke is the best basketball player in memory. To the local kids, he is the biggest hero in sight. "I'm Eddleman!" you hear them shout excitedly in the heat of small-boy games on vacant lots.

A TYPICAL SHOT BY EDDLEMAN (40) shows how height and leaping ability help him in basketball. His all-time record for a single game is 43 points. Last season, when he averaged more than 22 per game, the other four Centralia regulars were seniors. Eddleman thought they were unimportant; they, in turn, were jealous of him. So Coach Trout made Dyke play half the game against Taylorville with four substitutes; he made the seniors play the other half without Eddleman. Taylorville won, 34-25—but Dyke and his mates learned a lesson in team play. They lost but one other game (for state championship) all season.

TO BE A COACH LIKE TROUT, taping Dyke's ankle here, is Eddleman's ambition. But (war aside) he hasn't decided where to go to college. The Governor has told him that the state's best scholastic athlete rightfully belongs in the University of Illinois. Trout's influence may be for his own alma mater—Indiana.

ROMANCE DOESN'T INTERFERE with Dyke's athletic career, although he is a frequent squire of Teddy Townsley (above). For one thing, he doesn't dance —"I'd have to practice and then I wouldn't get my proper sleep," he explains. But he likes listening to phonograph records and has dozens of them.

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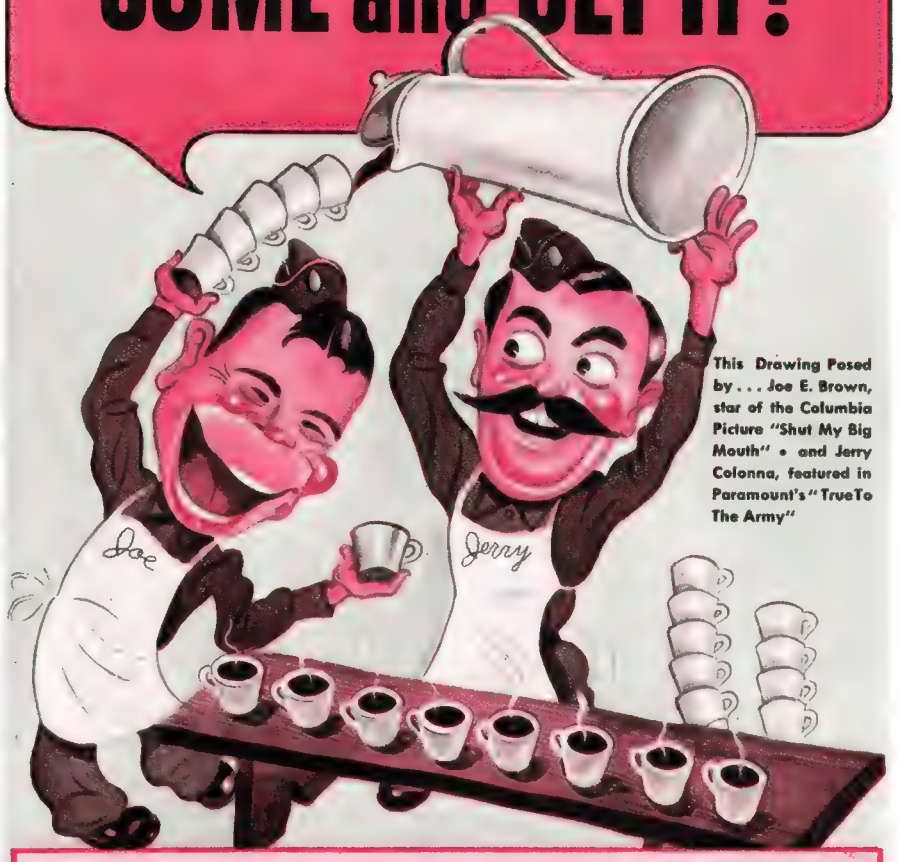
"COME and GET IT!"



This Drawing Posed by . . . Joe E. Brown, star of the Columbia Picture "Shut My Big Mouth" • and Jerry Colonna, featured in Paramount's "True To The Army"

The army knows a trick or two to keep our boys in trim,
They make each soldier eat and drink the things to give him vim.
Delicious coffee—loads of it—is what the army serves . . .
To give 'em extra energy and ever-steady nerves.

"YOU CAN TAKE IT from a hard-working Hollywood actress, there's nothing like a delicious cup of coffee to cheer up a working girl . . . especially in the evening. I sure am a coffee fan!"

PAULETTE GODDARD, *one of the stars of Paramount's Cecil B. De Mille production "Reap the Wild Wind"*

"A GOOD PIECE OF MUSIC is like a good cup of coffee. It cheers a person up, especially when he's feeling tired or let down. That's why we musicians are such coffee drinkers. We've found we get more out of life with coffee."

GLENN MILLER
Victor-Bluebird recording artist

GET MORE OUT OF LIFE with Coffee
THE AMERICAS FAVORITE DRINK

Don't miss hearing
MRS. FRANKLIN D. ROOSEVELT'S Broadcast
"OVER OUR COFFEE CUPS"
Every Sunday on the N B C Blue Network

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Keep Your Car
RUNNING BETTER-LONGER

For *your* pocketbook—and America's—cut motoring expense.

Have your spark plugs cleaned and adjusted, every 4,000 miles, and—

Replace badly worn plugs with new AC's.

Remember,—dirty and worn plugs waste as much gas as one gallon in every ten you buy.

Get Plugs Cleaned
Where you see this SIGN→
—it's all over America!

More AC's are used as original factory equipment on cars and trucks than any other brand of spark plugs.

FOR DEFENSE—AC is delivering, —on schedule,—aviation spark plugs, machine guns, standard spark plugs, oil filters, and many other products.

Do Your Part—Buy Defense Bonds

AC SPARK PLUG DIVISION · *General Motors Corporation* · FLINT, MICHIGAN

IN BED BY 9:30 EVERY NIGHT is Dyke's rule. His alarm wakes him at 7 in the morning. He cooks his own breakfast. By 7:30 he is practicing—on his own but usually with teammates—in the school gymnasium, where he stays until his classes start. His three sports keep him in training 10 months of the year.

DURING LUNCH HOUR AT SCHOOL, admirers stand by while Dyke drinks a glass of milk and waits for a sandwich. Like all athletes, he has a special fondness for steak and potatoes. He is an earnest student, and his fine grades put him well up among Centraliа High's 1,200 students—about half boys.

AS STUDENT COUNCIL PRESIDENT, on the platform, Dyke usually hangs his head, puts hands in pockets, shuffles his feet and talks in a combination of Will Rogers and Bob Burns. It is tremendously effective. But it's an effort —once he choked up and couldn't talk when asked to speak after a game.

SCHOLASTIC HIGH-JUMP CHAMPION of Illinois for two years, Dyke has cleared the bar at 6 feet, 5¼ inches (national interscholastic record: 6, 7⅛). He has broad-jumped 19 feet, 3 inches and run a quarter mile in 55 seconds—both fine schoolboy performances. When he goes to see his old grade-school track team in action, he disrupts the show; for the kids—like those along the fence in this picture—refuse to concentrate on anything but Eddleman.

Here's why unassuming Dyke Eddleman is Centralia High's hero

Dyke won his letter in football as a freshman but sustained a knee injury and played no more for two seasons. Last fall, after an operation which repaired the knee, he played again.

In his first game (which Centralia won, 13-7), he scored all 13 points on an 80-yard run, a 65-yard run and a drop kick for an extra point. In addition, he punted a wet ball 60 yards and, in the last minute of play, saved the game by intercepting a dangerous pass on Centralia's goal line.

Self-sacrificing star

In another game, Dyke ran 70 yards for a touchdown. But the play was called back because of a foul by a Centralia player. Four plays later, Dyke had carried the ball as far as the opponents' two-yard line. Then (Eddleman was the quarterback, remember), he gave the ball—and the glory of making the score—to a teammate.

King of the court

Centralia's bitterest rival is Mt. Vernon. With a minute and a half to play, the Mt. Vernon basketball team led Centralia by four points. Then, three times in a row, Eddleman, from his own basket, dribbled through the entire Mt. Vernon team and scored a goal. Those six points won the game.

Basketball acrobat

In another game, Dyke noted the opposing guards weren't checking him closely under the basket and asked a teammate to lob a pass over their heads. Dyke caught this pass by leaping high in the air. At the top of the leap, he twisted around and dropped the ball through the basket. Observers called it the greatest play ever seen on an Illinois court.

Competitive spirit

In a track meet, a Mt. Vernon quarter miler, trying to pass Eddleman, spiked Dyke's ankle so badly it later required surgery. But Dyke, boiling mad, teeth gritted and sweat standing out on his forehead, won that race.

A "natural" in any sport

Centralia has no baseball team. But, last year, Eddleman attended summer school at Culver Military Academy. He became varsity pitcher on a squad that won five out of six games, pitched a one-hit game, and hit six home runs.

Life of a hero

Dyke was born in Centralia, of English-German parentage. His mother died when he was very young. Self-reliant, he does things for himself. His father lives outside town, and Dyke's home is with a sister and brother-in-law.

Dyke is partial to denim trousers, "lumberjacks," leather jackets and heavy-soled shoes. Coach Trout frowns on hatless athletes, so Dyke adopted a peaked affair resembling a duck hunter's cap.

Centralia is Eddleman's

Dyke was elected president of the student body almost without opposition. Everybody in town roots for him. Mrs. Ora B. Foster, an enthusiastic admirer, keeps a scrapbook for him.

His clothes set styles. Stores advertise "Eddleman hunting caps." A year ago, Dyke turned up his trousers four inches above the ankle. Within 24 hours, so had every other youth in Centralia.

Dyke goes to the movies (his favorites are westerns) Sunday afternoons. He sits in the front row. As close to him as possible crowds every kid in town who has the price of admission.

END

"Tough Take-offs are easy with COOL SHAVES!"

● "I know many a fellow who takes up a crate with gusto, but takes up a razor with qualms. To such unhappy men I say, 'Bail out from shaves that sting and burn!' Drop into any druggist's for Ingram's cooling, soothing shaving cream.

● "At the first touch of this different shaving cream you zoom to shaving satisfaction. A quick cloud of cooling lather covers your face in split seconds—helps condition your skin for shaving as it wilts your wiry whiskers.

● *"Contact!* You shave with a freer hand—smoothly as a glide to a 3-point landing. And with minutes shaved off your usual shaving time, you're down to earth *refreshed*—ready for breakfast and business or dinner and dance

● "Yes, Ingram's de luxe lather is a facial refresher. It saves you the expense of lotions and tonics. For Ingram's leaves your face cool and smooth and young-looking, and it stays that way for hours. Get a tube or jar of cooling Ingram's—concentrated for economy—today!"

INGRAM'S
SHAVING CREAM

Organdy Curtains Like New After 18 Launderings

Comparative Starch Tests Prove Linit-Starched Organdy Lasts Longer

Do *your* curtains have the crisp, fresh, cheerful look of brand new curtains *after laundering?* . . . Better switch to Linit—"the friend of fine fabrics"! Linit penetrates the fabric, starches *evenly,* covers tiny fibres with protective coating. Curtains starched with Linit not only *look* beautiful, they *stay* clean-looking longer; iron easier, too.

ALL GROCERS SELL LINIT

PENETRATES THE FABRIC
PROTECTS THE FIBRES

These organdy curtains (cost, $2.25 a pair) were washed, Linit-starched, ironed 18 times . . . Not a sign of fabric wear, *even under the microscope!* (Tests by United States Testing Co., Inc. Test no. 24747 December 2, 1941.)

She has the energy of a horse since she's been drinking HEMO —Borden's new way to drink your vitamins and *like* 'em!

Copyright 1942—The Borden Company

Robert Taylor, Lana Turner are criminal and prosecutor's stepdaughter.

Johnny Eager

Taylor and Turner are teamed for the first time

Johnny Eager" is a crime drama. Its ending is therefore somewhat painfully predictable to a reviewer familiar with the Hollywood production code and its quite definite instructions respecting the cinema treatment of crime and criminals.

This objection probably is not particularly important, however, for it is doubtful whether very many of the fans are familiar with the code. For most of them, it will be enough to know that "Johnny Eager" is the picture in which Robert Taylor and Lana Turner are teamed for the first time.

Robert Taylor is Johnny Eager, a criminal. Outwardly, he is a model parolee, but in reality, while he keeps up this front, he is busy running a crime syndicate. When the heroine, played by Miss Turner, falls in love with him, he tricks her ruthlessly and uses her as a tool against the city prosecutor—her stepfather—who had intended to send Johnny Eager back to prison.

Those who are familiar with the production code will know in advance what happens to Johnny Eager. For the code allows a criminal one heroic good deed at the conclusion, provided that he dies while doing it.

Mervyn LeRoy, the man who discovered Miss Turner, directed this photoplay for Metro-Goldwyn-Mayer. Edward Arnold is effective in a somewhat overwritten part as a friend of the gangster. And the ingratiating young Robert Sterling is the fortunate fellow who gently leads the weeping heroine away at the end of the picture.

LOOK'S NEW MOVIE REVIEWS by James Francis Crow

A destructive mood seizes Gene Tierney, in a Shanghai gambling house.

The Shanghai Gesture

Von Sternberg directs melodrama of Far East

Picturization of "The Shanghai Gesture," the sensational John Colton play that once starred Mrs. Leslie Carter, for years was barred by the Hays office. Even the use of the title was taboo.

After making certain changes in the contents, Producer Arnold Pressburger obtained approval of a film version which is now on the American screen. Some characters have been altered or eliminated, and other new characters have been added. Mother Goddam, in whose portrayal Mrs. Carter won renown, has had her name changed by Hollywood to Mother Gin Sling; and she keeps a gambling house in the photoplay.

The film marks the return to direction of the redoubtable Josef von Sternberg, well remembered for "The Shanghai Express." The fate of his new enterprise is still to be determined at the nation's box offices. Many persons will find it old-fashioned, implausible and excessively melodramatic. But it is fascinating withal, and this reporter will not be surprised if it enjoys considerable success.

Like all other von Sternberg photoplays, "The Shanghai Gesture" is rich in atmospheric values. Ona Munson is Mother Gin Sling, proprietress of the incredible casino in which the film is mainly played. Walter Huston, as Sir Guy Charteris, is her principal antagonist. But Gene Tierney, as the feverish Poppy, and Victor Mature, as Poppy's heartless lover, will be responsible for the film's box-office. For, although "The Shanghai Gesture" has been considerably purified, sex is still its stock in trade.

MR. CROW'S RECENT PICTURE SELECTIONS

How Green Was My Valley
Bedtime Story
The Man Who Came to Dinner
Ball of Fire
Babes on Broadway

END

"BRIGHTEST IDEA IN HOLLYWOOD" says BARBARA STANWYCK

BARBARA STANWYCK, star of Samuel Goldwyn's **"BALL OF FIRE"** says: "CALOX TOOTH POWDER is a real beauty polish —that's why it's a smash hit in Hollywood."

"BETWEEN professional cleansings, a star has to rely on her dentifrice to keep her teeth as shining and bright as the camera requires. Calox does polish exquisitely—I think it's tops for daily care."

ALWAYS SOMETHING TO DO! Like yourself, stars have to crowd their personal care into as little time as possible. For quick, brilliant results, Calox Tooth Powder contains five cleansing and polishing agents!

Helps your teeth shine like the stars'
BY BRINGING OUT NATURAL LUSTRE

1. CALOX CONTAINS 5 CLEANSING AND POLISHING AGENTS. That's why Calox is a real *beauty* tooth powder . . . it promotes a brilliant gloss!

2. EXTRA SOFT AND SMOOTH because it's double-sifted through 100 mesh silk screens.

3. FRESH-TASTING—no strong medical taste. Your whole family will like its clean, tangy flavor. Children love Calox.

McKESSON & ROBBINS, INC., BRIDGEPORT, CONN. • MAKERS OF FINE DRUGS SINCE 1833

Camera School Holds A Session by the Sea

The Art Center School in Los Angeles is known as the most difficult professional school in the country. It has a faculty of 22 top-flight working photographers; 200 students of photography who voluntarily work from 12 to 16 hours a day; and a record of 100-per-cent-employed graduates. The Center was founded 11 years ago as a nonprofit organization by a group of practicing artists, photographers and designers. It is under the guidance of Edward A. "Tink" Adams, well-known advertising art director, and fills a good part of three blocks with its maze of studios, darkrooms and workshops. These pictures were made on two "locations"—remote stretches of beach north of Malibu.

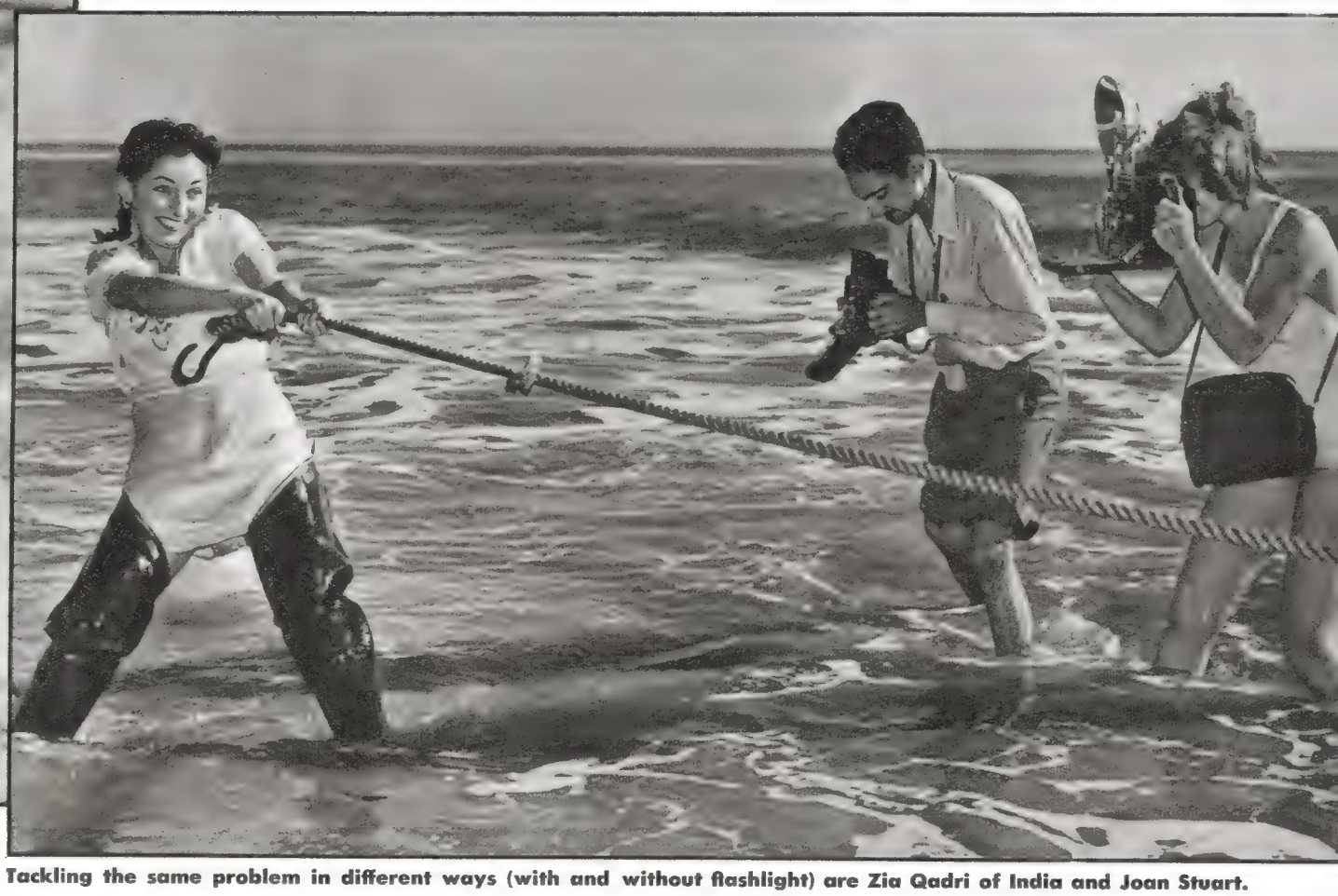
Steffi Ingersoll of Switzerland tries for a tricky candid-camera shot.

Tom Binford, in approved directorial pose, learns to use a studio camera.

Knee-deep in the Pacific, a model in boots makes a pretty problem in texture and form for Art Center photography students on location at Malibu Beach. The motive of such trips with models is to teach proper use of the human form in

creative photography and to heighten the students' visual feeling for natural phenomena like wind, sun and water.

Ann Carney, student fashion photographer, gets valuable practice in posing and directing living models.



Tackling the same problem in different ways (with and without flashlight) are Zia Qadri of India and Joan Stuart.

CONTINUED ON NEXT PAGE

VICTOR
BLUEBIRD
RECORD HIT OF THE WEEK
"Ev'rything I Love"
sung (and we mean *sung!*)

BY
DINAH SHORE
It's Dinahmite!
coupled with
"Happy in Love"
Get them both for only 35¢
(List price, exclusive of excise tax)
Hear them on the new RCA Victrola
THE WORLD'S GREATEST ARTISTS ARE ON VICTOR
RECORDS
A Service of the Radio Corporation of America
In Canada: RCA Victor Co., Ltd., Montreal

PHOTOCRIME SOLUTION

(Page 51) An extremely farsighted person—one unable to see, clearly, objects close at hand without powerful glasses—could not fire two such well-aimed shots, at a distance of 200 yards, as Graham said Winston did, with his glasses *on*. To a farsighted person wearing thick-lensed glasses, objects at so great a distance would be blurred and indistinct.

Graham trapped himself by an oversight. Infatuated with Carina and plotting with her to get control of the business, he shot Winston from the clearing. Then, wearing gloves, he fired two shots from Winston's gun to set the stage for his story. Graham didn't *forget* to remove Winston's glasses; he was so accustomed to seeing Winston wearing them indoors that he failed to realize their significance.

Graham went to the chair, and Carina was sentenced to serve 15 years in prison.

ITCH
STOPPED *In A Jiffy*
Relieve itching of eczema, pimples, athlete's foot, scales, scabies, rashes and other skin troubles. Use cooling antiseptic **D.D.D. Prescription.** Greaseless, stainless. Soothes irritation and stops itching quickly. 35c trial bottle proves it—or money back. Ask your druggist today for **D.D.D. Prescription.**

SWEET-ORR
Trade-Mark
Guaranteed Quality
Since 1871
WORK CLOTHES
UNION MADE

Four students focus on the same "setup," some trying for silhouette effects, others for broad composition.

Bruce Hawkins gets light reading to determine how to set lens aperture and shutter to "freeze" action of wind.

Study in contrast: a deep red filter achieved these strong lights, shadows.

CONTINUED ON NEXT PAGE

New 1-MINUTE MASK

glamour way to help your skin look FRESHER, SMOOTHER, SOFTER

Yes—you'll find this delightful *new way* to use Pond's Vanishing Cream—as a 1-Minute Mask—is a real gift of glamour.

So quick! So simple! It's making beauty news for women everywhere!

To give *your* skin this Glamour Mask—smooth Pond's Vanishing Cream *thick* over your face and throat (except your eyes). Leave 1 *full* minute. Tissue off excess.

You'll *love* the brighter, *fresher* look of your face after it! And the softer feel of your cheek!

Use this 1-Minute Glamour Mask 3 or 4 times a week, in the morning, evening or during the day!

Lovely **Mrs. David S. Gamble, Jr.** *(the former Frederica Vanderbilt Webb) says, "I'm telling all my friends to try this 1-Minute Mask with Pond's Vanishing Cream. It leaves my skin so refreshed!"*

Countless dried surface cells and tight-sticking dirt particles may darken your skin, make your complexion look dull.

This 1-Minute Mask's "keratolytic" action gently helps dislodge and loosen such surface scurf on your skin.

After the 1-Minute Mask see how much fresher, softer, lovelier your face looks and feels! It takes make-up beautifully.

FAMOUS POWDER BASE, TOO

Always smooth on a light film of Pond's Vanishing Cream before you powder. It gives your skin a flattering, soft, mat finish. Helps protect it from wind and little winter chappings. Powder goes on so smoothly—clings for hours.

FREE . . . 1-Minute Mask

POND'S, Dept. 24-VB, Clinton, Conn.

Send me FREE sample tube of Pond's Vanishing Cream—so I can try the 1-Minute Mask—the new way to use the famous Pond's Vanishing Cream praised by lovely society women.

*Name*_____

*Address*_____

(Offer good in U. S. only)

Carry lots of Keys?

Here's just the thing you need

Something NEW by Buxton

Twin-6 and Twin-8 Key-Tainers were literally made to order, to satisfy the many requests for models to hold lots of keys.

12 or 16 Safety Loops in two levels. On top, the keys you use frequently—below, keys you need only occasionally.

Keys instantly picked out by sight or touch and easily detached or replaced. Buxton's practical lost key-return service included, of course. **From $1.50 to $10.00.**

For further details write

BUXTON, INC.

4222 Orleans St., Springfield, Mass.

"My little girl had a bad cough from her cold. Results from Foley's wonderful. Cough gone. She's playing again." Mrs. Harold Steinbach, Michigan City, Indiana.

Mommy, I've Quit Coughing ALREADY!

QUICK *—to soothe the throat*

QUICK *—to curb coughing spells*

QUICK *—to hasten loosening of the cough*

If your child has a cough from a cold, give your youngster the *quick results* formulated in FOLEY'S HONEY & TAR COUGH SYRUP. It's the cough syrup specially adapted to children; delicious, gentle-acting, does not upset the child's digestion, contains no narcotics.

Because of the FOLEY formula (result of 65 years of making better and better cough syrup), FOLEY'S aids your child's natural forces of repair in three vital ways: soothes throat . . . curbs coughing . . . acts internally to speed breaking up of cough.

Check your child's cough before it gets worse. Don't fool! Check it with a triple-acting cough syrup . . . with FOLEY'S. Experience the joy experienced by thousands of mothers at the quick relief, continuous comfort, speeded-up loosening of the cough which FOLEY'S HONEY & TAR COUGH SYRUP gives. At all druggists. 30c.

FOLEY'S *Honey & Tar* **COUGH SYRUP** contains no Narcotics, Chloroform, Ipecac, Codeine

NEW ZIPPER SHOE

Sensation in shoes! "Clipper" ZIPS on and off instantly. Now's the time to build yourself a highly profitable shoe business with Clipper and 249 other sensational shoe styles for men and women. Dress, work, sports shoes. Prices low as $2.98. Extremely liberal profit for you. Complete sales outfit absolutely free. Write now.

MASON SHOE MFG. CO.
Dept. M-19
Chippewa Falls, Wisconsin

Glenn Miller uses a full rich exposure for this study in texture; note how rough rocks accentuate smooth skin.

Stuart Bush's torso protects his Graflex lens from the California sun; Tom Binford's umbrella protects Mr. Bush.

Students use long-focal-length lens to correct distortion in this "long shot."

"Stopping down" to a small lens aperture is the secret of this deep focus.

END

What's good for COLLYWOBBLES?

When eyes are bigger than stomachs, and youngsters overeat, they often get "collywobbles"—the stomach distress that follows too much of a good thing. Such a stomach needs gentle treatment. Take soothing PEPTO-BISMOL!

Never Upset an Upset Stomach! *Don't pile more trouble* on an upset stomach by *adding* to its upset with overdoses of antacids, or harsh, drastic physics! *Take PEPTO-BISMOL!* This pleasant-tasting preparation is neither antacid nor laxative. Its action is different. It spreads a soothing, protective coating on irritated stomach and intestinal walls . . . thus helping to calm and quiet common digestive upsets. Ask your druggist for a bottle today!

Recommended for children as well as adults. Three sizes at your druggist's—or by the dose at his fountain.

Take soothing PEPTO-BISMOL! . . . *to relieve* sour, sickish, upset stomach; distress after over-indulgence; nervous indigestion; heartburn . . . *And to retard* intestinal fermentation; gas formation; simple diarrhea.

Norwich
Makers of Unguentine*

PEPTO-BISMOL
FOR UPSET STOMACH

This formula is known and sold in Canada as P. B.

*Reg. U. S. Pat. Off.

COLDS ARE EXPENSIVE: The average cost of colds has been estimated at $23 each year for every man, woman and child in the country. The total direct loss to wage earners, who lose about four and a half days yearly, is $60,000,000.

COLDS ARE DANGEROUS: Not in themselves but in the complications which are likely to ensue, particularly among young children. Influenza, pneumonia, and a host of other serious diseases often get their start from a neglected cold.

COLDS ARE TRANSMITTED BY CONTACT: By shaking hands (see above), kissing, handling objects which are handled by others, such as telephones, pencils, etc. So, when you have a cold, play fair to your neighbors and isolate yourself.

COLDS ARE ALSO TRANSMITTED BY COUGHING, SNEEZING: Colds are caused by an infinitesimal germ or virus which floats in the air. He who coughs or sneezes without covering nose and mouth with a handkerchief becomes a public menace.

What You Can Do About That Cold

Each year the cost of colds amounts to $23 for every person in the U. S. Here is what to do to avoid a cold, what to do when you get one

During the four-week period from Nov. 24 to Dec. 20, an estimated 24,000,000 man-days of work were lost in the United States through illness, according to the Gallup poll. The man-hours lost in war or war-connected industries would have sufficed to build two heavy cruisers or 448 medium bombers or 3,200 light tanks.

The most frequent and most baffling form of illness is the common cold. Americans suffer from 200,000,000 to 400,000,000 colds a year. The economic waste attributable to these colds is estimated at $3,000,000,000 annually.

With the country at war and every man-hour of precious value, the problem of keeping well becomes a matter of the greatest concern. Furthermore, the problem of avoiding illness, particularly colds and their frequent consequences, influenza and pneumonia, becomes particularly acute as extra work hours lower the resistance and crowding increases the chance of infection.

Colds most often attack those whose bodily mechanism is out of gear. Therefore the best safeguard against catching cold is to keep in general good health. Even this is no sure safeguard, but doctors believe it does influence your chance of catching cold and is about the only thing that does. Here, then are some simple, easily remembered rules for keeping well:

1 **Get plenty of sleep.** Eight hours is a required minimum for most people. Sleep in a room that is cool but not too cold, making certain that no draft is blowing across your face.

2 **Eat properly.** Make sure your diet contains plenty of the protective vitamins, minerals and proteins to be found in leafy vegetables, fruits, milk, and meat. Be sure you get them every day.

3 **Work sensibly.** Keep your work place well-ventilated, not too hot (68 to 70 degrees), not too dry. Stop, take a short rest when you get tired.

4 **Play sensibly.** Try to get some exercise (not too violent if you are soft) out of doors every day. Brisk walking will do to keep you in trim.

5 **Dress suitably.** Men usually dress too heavily indoors, women too lightly when they go out. Both are bad for health. Pay attention to keeping the feet warm and dry in sloppy weather.

6 **Take a daily shower.** The skin is an important protection against germs. It isn't enough to keep the skin clean. The circulation must also be stimulated to keep it healthy.

7 **Avoid crowds.** When cold or "flu" cases are epidemic where you live, avoid places where crowds gather—theaters, department stores, cars, etc.—at the hours when they are most crowded.

These pictures were taken by the Zurich General Accident and Liability Ins. Co., Ltd., as a part of its health-education program.

AT THE SOUTH POLE the Byrd Expedition underwent exposure to the most severe weather conditions and did not catch cold—that is, not until members received clothes and supplies containing cold germs from the outside world.

Monkeys at the zoo are healthy when crowds come on Sunday.

But on Monday they sniffle with colds caught from those crowds.

If you do catch cold, for handy reminders see next page.

CONTINUED ON NEXT PAGE

TO MEET EACH DAY WITH RADIANT

Morning Freshness

Try this at bedtime tonight—

IF THE swift pace of these strenuous war-time days is wearing you out—if you're losing your freshness and sparkle—waken tired and nervous, feel exhausted at night—you should know this.

Today, modern science is reporting startling discoveries *about food*. About new-found, almost-magic food elements—with power to *revitalize* millions of the tired, the nervous or under par, and build them up for clear-eyed morning freshness and vigorous, buoyant days.

As you may have read in recent magazines, these new-found food elements are so important that governments throughout the world are changing national diets to include *more* of them. Warring nations feed them to their armies, to build up physical stamina and sound nerves. Deny them to their captive peoples, to sap physical resistance and undermine morale.

Already here in America our own government is seeking ways to supply more of these elements in food form. For government studies show that 2 out of every 3 Americans in all walks of life aren't sure of getting enough of these vital food-factors to be at their best.

What To Do

In light of these new discoveries, thousands are taking a cup of *new, improved* Ovaltine each night and morning. For Ovaltine is a scientific food-concentrate designed to do two important things.

First: Taken warm at bedtime, Ovaltine fosters sound sleep—*without drugs.*

Second: To build vitality while you sleep, Ovaltine supplies a wider variety and wealth of valuable food elements than any single natural food. *More* than merely a "vitamin carrier," it provides not just two—or four—or six—but *eleven* important food elements, *including* vitamins and minerals frequently deficient in ordinary foods. Significant amounts of Vitamins A, B_1, D and G—protecting minerals—complete proteins—all in easily-digested food form. It also contains the new-found vitamins pantothenic acid and pyridoxin.

So—if you've been waking tired and listless, turn to Ovaltine—begin tonight. See if you don't soon feel—*and look*—far fresher mornings—with far more "life" and sparkle to carry you through the day. Get a tin of Ovaltine, today.

SEND FOR FREE SAMPLES

OVALTINE, Dept. S42-LK-2
360 N. Michigan Ave., Chicago, Ill.

Please send free samples of Regular and Chocolate Flavored Ovaltine, and interesting new booklet about certain miracle elements in food and the promise they hold. One sample offer to a person.

Name .....

Address .....

City ..... *State* .....

Ovaltine

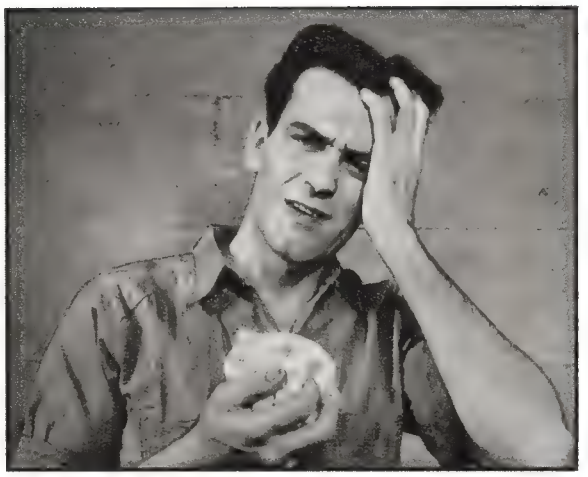
THE PROTECTING FOOD-DRINK

If you do catch a cold— here's what to do

At present there is no certain way known to medical science to keep from getting a cold. Nor is there any certain way of shortening its course or easing its severity.

However, by taking proper care you can do much to make yourself comfortable, to keep your cold from spreading to others and to minimize the danger of contracting any of the other more serious diseases which may follow in its wake.

The first rule in treating a cold is to go to bed and stay there. The next is to drink all the liquids you can take. If you have any temperature, call a doctor.



1 If, like John Hartnett (above), you're catching a cold, your throat is dry and your head aches. Think of others. When you sneeze, use a handkerchief.

2 If your boss is wise, like John's boss (left), he'll send you packing home at once and thus save man-hours of other workers whom you might infect.

3 Like John, you may go home with the idea of not giving in to that cold and using that extra time to do some of those odd jobs you've been putting off.

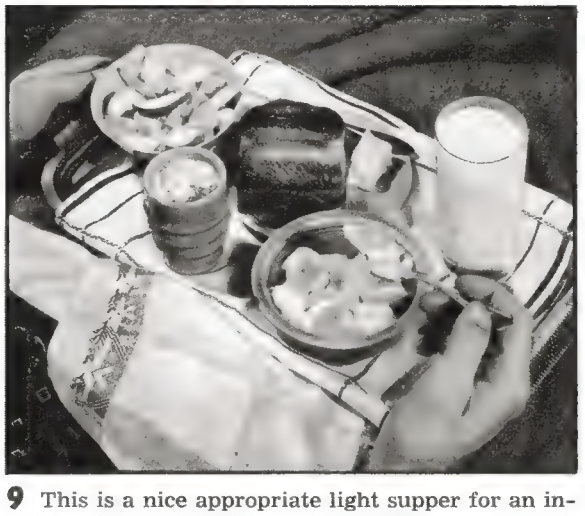
4 But if the other members of your family are wise, like John's wife, you'll be kept away from close contact with anyone else in the household.

5 What's more, you'll be put to bed at once, told to stay there until the cold has run its course (generally from three to five days), and fed plenty of fluids.

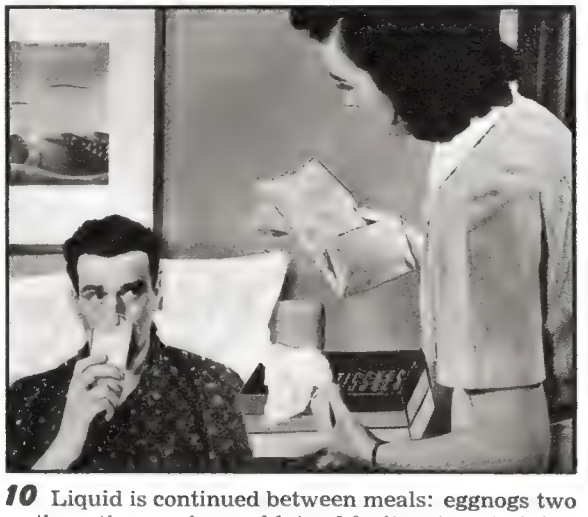
6 Your temperature should be taken to see whether you ought to have a doctor. If you have a fever, you should stay in bed for 24 hours after it's normal.

7 It's important now that you keep from getting chilled. Colds lower the resistance and make the body a prey for more serious infections, such as pneumonia.

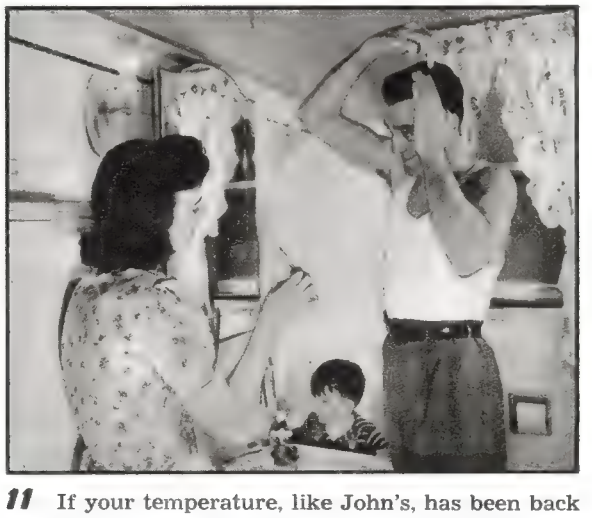
8 You need not worry about what you eat. Your appetite won't let you eat too much. But you should have lots of proteins (eggs, meat) for wasted tissues.



9 This is a nice appropriate light supper for an invalid: plenty of fruit, toast and butter, a custard. Dishes will be scalded afterward to prevent infection.



10 Liquid is continued between meals: eggnogs two or three times a day and lots of fruit or tomato juice. Disposable tissue is preferred to handkerchiefs.



11 If your temperature, like John's, has been back to normal for two days now, it's all right to return to work. But resistance may still be low. Take it easy.

END

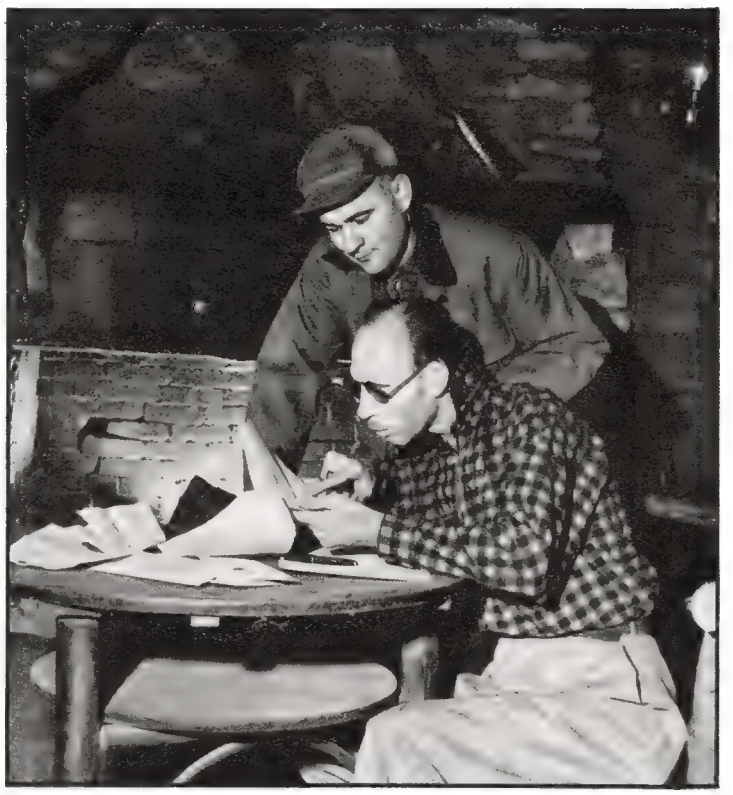
Photocrime

BY AUSTIN RIPLEY AND ROY POST

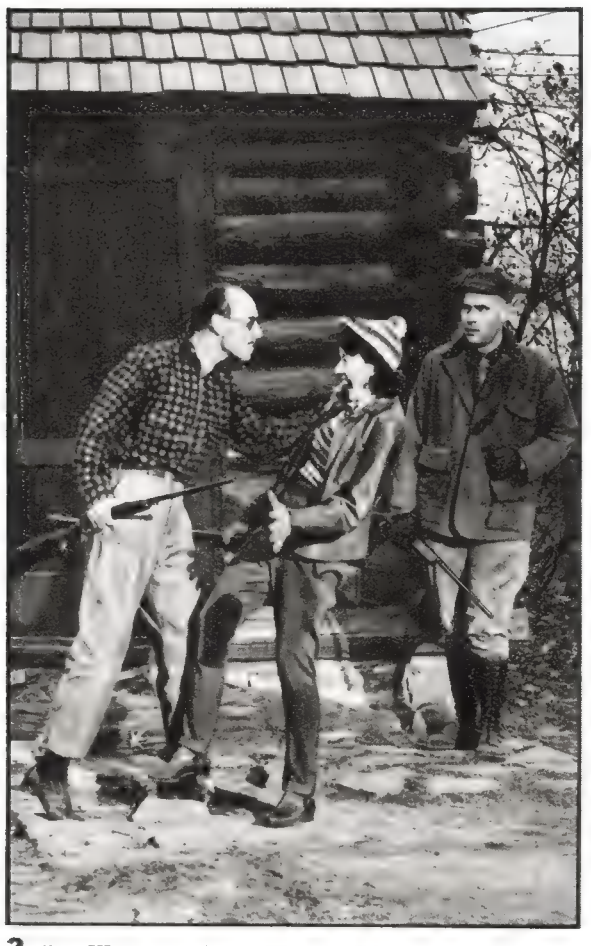
TARGET FOR MURDER

How good a detective would you make? Try to solve this short short mystery with the clue pictures on this page

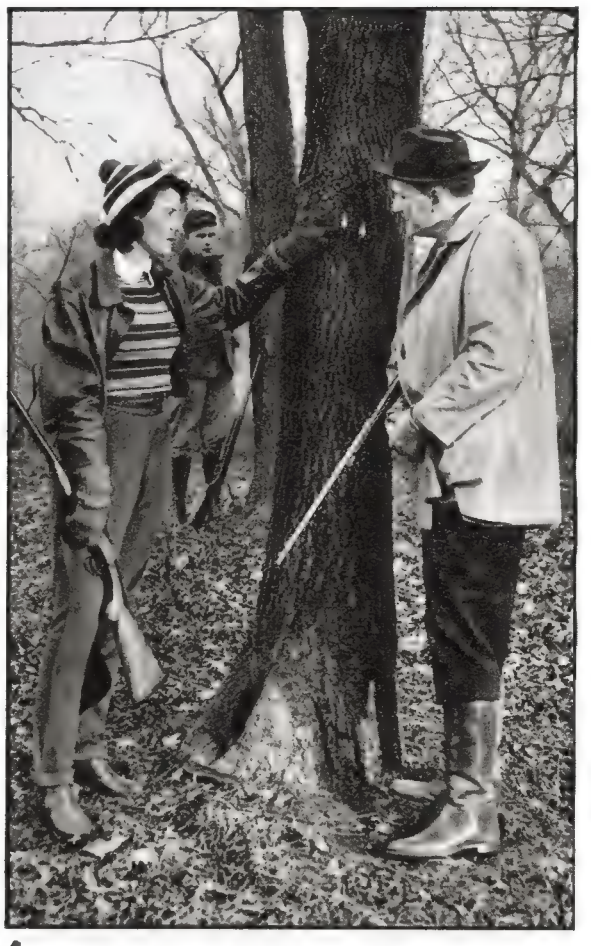
1 Inspector Hannibal Cobb examined the body of Gerald Winston, shot through the heart, lying outside his hunting cabin. Winston's rifle and two cartridge shells lay about seven feet from the body. Cobb studied Winston's right slipper, then noted his thick-lensed glasses. He asked Mark Graham, Winston's business and hunting partner: "Was Winston far-sighted?" Graham: "Very—couldn't do any close work without his glasses." He went on:



2 "Mrs. Winston, Gerald and I came up here for some hunting. This afternoon, Gerald proposed a crooked business scheme. I told him nothing doing — either for me or for our firm. I said I would expose him if he went through with the deal on his own. Then he suddenly went berserk. Carina—Mrs. Winston—and I . . ."



3 ". . . Were about to go hunting. Gerald began abusing her. Then he threatened me. It was so unlike Gerald—" At that point, Carina approached. Graham continued: "Come along, Inspector, we'll show you what happened next." They walked to a clearing . . .



4 . . . About 200 yards from the cabin. Graham said: "When we got here, Gerald, who was still at the cabin, fired twice. He almost hit us; the bullets landed there." (Carina pointed.) "There was nothing else to be done. I aimed for his shoulder, but—" Cobb:

5 "Graham, you're a liar! Those bullets in the tree are no doubt from Winston's rifle. But *you* fired them to fake the setting after you shot Winston — from here, probably. Get going, you two!" What clue proved that Graham slew Winston? **Solution on page 44.**

This Man is Not Blind . . .

He is demonstrating the "blindfold month" during which all Seeing Eye instructors wear sleep shades every moment except when sleeping. Thus they learn what it's like to be blind and to be led by a Seeing Eye dog.

William Debetaz Trains Seeing Eye Dogs

Hundreds of blind Americans are led through life by dogs. Here's how they are trained to work together

A few weeks ago, the Seeing Eye, Inc., announced that in 1941 it graduated 143 students.

The Seeing Eye, located on a pleasant country estate near Morristown, N. J., trains dogs to guide the blind and teaches the blind how to use them. Each year scores of blind men and women enter the Seeing Eye, hopefully but timidly, and leave as chins-up, reborn human beings.

You see them here and there, walking briskly beside their dog guides on crowded sidewalks and busy streets. You can hardly believe that they are blind. What's more, you do not feel pity for them; nothing in their bearing demands it.

They are blind people miraculously relieved of helplessness, loneliness and fear — and of the humiliation that goes with them.

How the Seeing Eye Works

The Seeing Eye was founded in 1929 by Mrs. Harrison Eustis, an American who had studied dog breeding in Switzerland and been much impressed by the successful use of dogs as guides for German World War veterans.

Altogether, 650 persons have been graduated from the Seeing Eye. Each entered a class of eight and stayed for one month. Each, regardless of personal circumstances, paid $150 for his room and board, his training, his dog and replacement of the dog should that become necessary. (Actual cost per person comes to about $1,000, for most of which the Seeing Eye depends upon private donations.) The blind are charged because the Seeing Eye directors believe it is psychologically healthful for them to assume—and be trusted with—obligation. No one, however, is turned down for lack of funds. Though the fee must be paid eventually, a down payment may be as low as $1.

Eight Rare Young Men

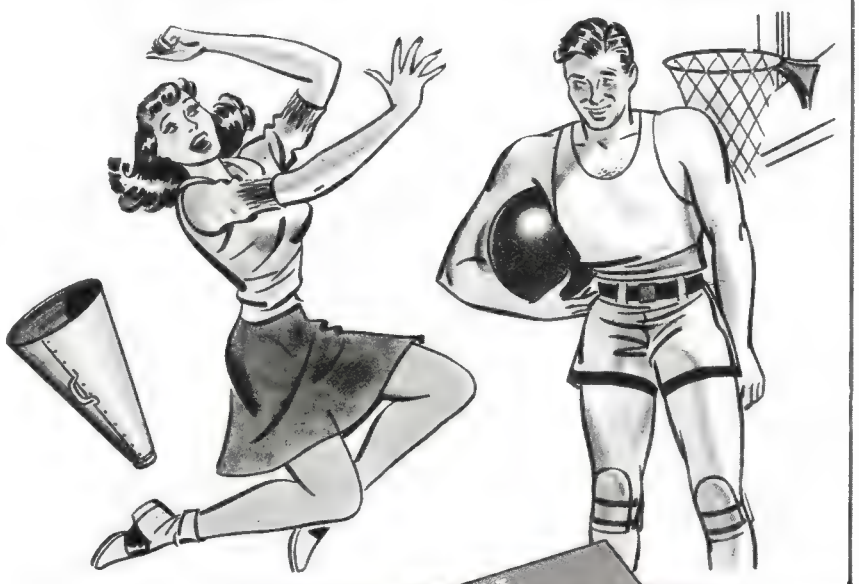
The men who put the Seeing Eye's methods into practice and get the results are its eight young instructors. Their job is a hard one. They walk 10 to 15 miles a day, are constantly guarding the blind from danger. (No women have had the stamina to last in the job.) More—they have the courage to work for years, in almost monastic confinement, without hope of fame or money. It takes upwards of four years for them to learn their jobs. Beginners' pay is $100 a month; top is $300. Obviously, they find their reward in helping others.

With these pictures of William Debetaz, head instructor at the Seeing Eye, LOOK shows how they live and the fascinating technique of their work.

THE INTERVIEW of a prospective Seeing Eye instructor is a search for a man who is young (22 to 27), intelligent, sensitive and willing to do hard work for years for small pay. Each year, of five men accepted, one or two last. Above, just as they faced each other 12 years ago, are Elliott Humphrey (left), Seeing Eye Vice-President, and William Debetaz, now head instructor.

CONTINUED ON NEXT PAGE

For speedy shaves, try Thin Gillette!
With ease and comfort, man, you get
That well-groomed look for which gals root
And save yourself some dough to boot!



Save Extra Money! Get The Big New Economy Package, 12 For 27c

Made of easy-flexing steel hard enough to cut glass

4 for 10c
8 for 19c

The Thin Gillette Blade Is Produced By The Maker Of The Famous Gillette Blue Blade

GREAT NEW FLASHLIGHT IDEA
GIVES FREE USE OF BOTH HANDS!

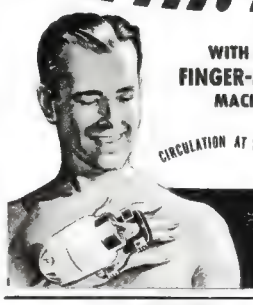
Rex Ristlite snaps on like a wristwatch! Throws 500 ft. beam. A boon to mechanics, car owners, sportsmen, housewives, Army, Navy men! G.E. pre-focused bulb. Light colorful plastic. 98c—wherever flashlights are sold. Flashlight Company of America Jersey City, N. J.

ALSO STANDS ALONE AT ANY ANGLE

98¢ with Batteries

REX Ristlite

STAY FIT! WAKE UP CIRCULATION



WITH NEW FINGER-MASSAGE MACHINE

CIRCULATION AT YOUR FINGERTIPS

It's all-out for victory! 12-hour days. 7-day weeks. It's a strain! It's a drain! Keep right! Keep bright! Daily *fingertip* massage rouses sluggish circulation... aids health. It's easy with Vitalator... this amazing invention gives professional rotary motion of "Swedish" massage. Helps ease tired muscles, aching joints, soothes nerves, helps you sleep. Get Vitalator at drug, appliance and department stores.
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GILBERT Vitalator $9.95
ANOTHER PRODUCT OF THE GILBERT HALL OF SCIENCE

GRIN

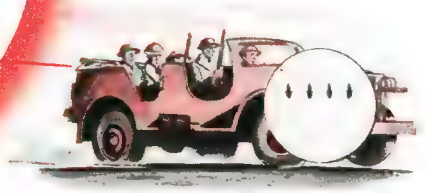
You needn't grin and bear a cough due to a cold. Get soothing relief with Smith Brothers Cough Drops—the famous drops that contain a special blend of medicinal ingredients. Children like Smith Brothers as much as candy. And they cost only 5¢. Why spend more?

SMITH BROS. COUGH DROPS
BLACK OR MENTHOL—5¢

TRADE MARK

CHAMPION SPARK PLUGS

More Vital - More Dependable than ever!



You're looking at the heart and pulse of an engine—its spark plugs. So little, but oh so vital to the best engine performance, economy and dependability, it's poor practice to neglect them, or use any but the best.

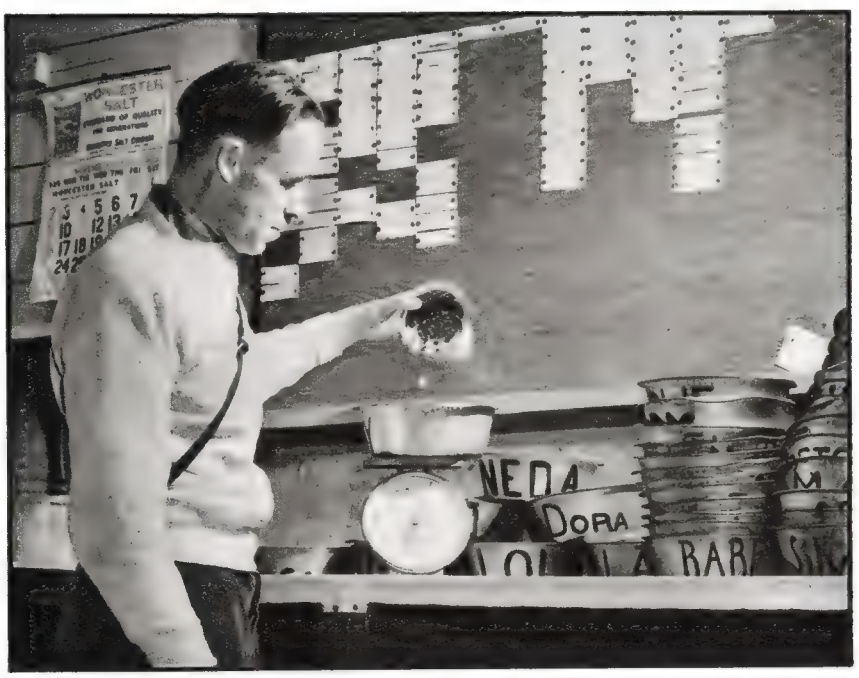
If, like most motorists today, you are demanding longer and better service from your car, have your spark plugs checked and cleaned regularly in the Champion Spark Plug Service Unit. Remember, old, worn-out, or carbon encrusted spark plugs rob your car of economy and efficiency.

CHAMPION

There is no substitute for quality and reputation, and Champion Spark Plugs are true "Champions" the world over. Champion manufactures spark plugs exclusively. They are backed by research, experience, and engineering resources without equal, insuring you many exclusive and patented features.

TO SAVE GASOLINE • KEEP YOUR SPARK PLUGS CLEAN

TWO OR THREE MONTHS OF KENNEL WORK start the apprentice instructor on his job, get him acquainted with the dogs. The Seeing Eye has about 100 dogs now. Most are German shepherds, good guides because of their initiative. Male or female dogs between 14 months and 2 years of age are trainable. The Seeing Eye buys most of its dogs (minimum payment, $30) but breeds a few.

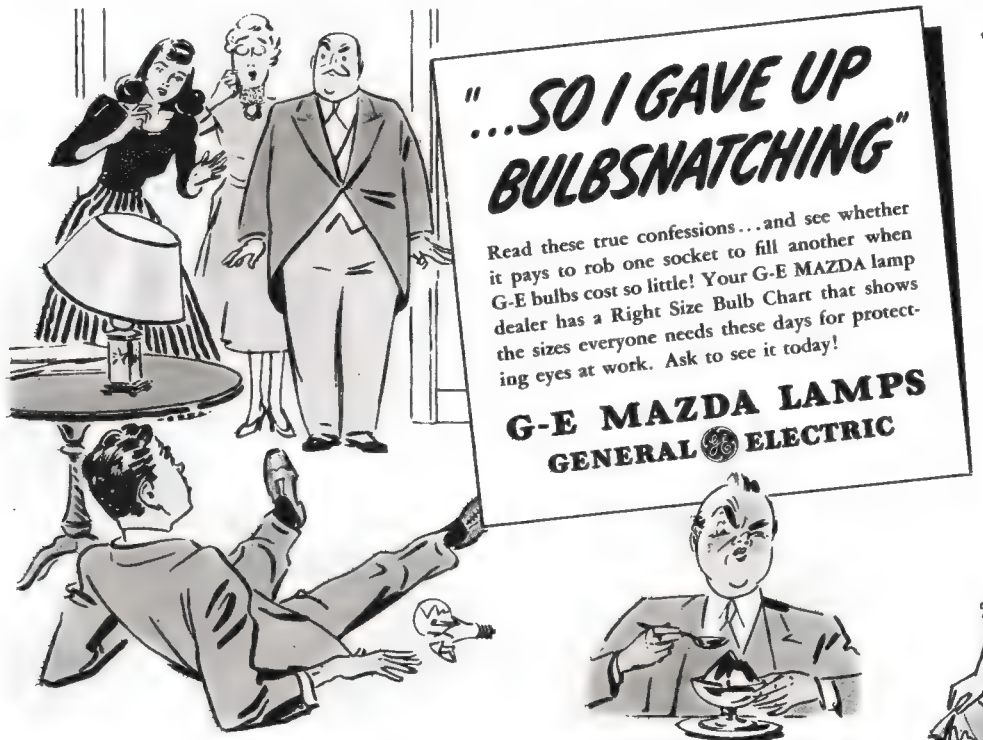


EACH INSTRUCTOR LEARNS DOG CARE, has charge of a dozen or more. He feeds them twice daily on raw meat, dog biscuit and bones mixed to individual needs (noted on cards above). Feeding is important, for whoever supplies the dogs' food wins their affection, prerequisite to obedience. Instructors' first big job is teaching dogs to take four basic orders — lie, sit, fetch and come.

DOGS LEARN TO IGNORE CATS and other dogs so they won't desert blind masters to fight or play. For guiding, dogs wear high, wicket-shaped harnesses. Held by these, they learn proper position—on left and ahead of master. They also learn how their own actions affect person holding harness. Fine retrievers," the dogs can pick up collar buttons, even coins, in their mouths by turning heads sideways to the floor. They often recover things their blind masters have not yet missed.

INSTRUCTOR DEBETAZ SPRAYS to prevent trench mouth, common canine disease. Grooming consists of a daily brushing. Seeing Eye dogs, accepted for training only after a six-week quarantine, are very healthy. All must meet Seeing Eye standards for health as well as for intelligence, initiative and general behavior. It is part of the instructor's job to see that they do. Training of each dog takes three months. Their average working life is eight years.

CONTINUED ON NEXT PAGE


"...SO I GAVE UP BULBSNATCHING"
Read these true confessions... and see whether it pays to rob one socket to fill another when G-E bulbs cost so little! Your G-E MAZDA lamp dealer has a Right Size Bulb Chart that shows the sizes everyone needs these days for protecting eyes at work. Ask to see it today!
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Mr. L——, OAKLAND, CAL.
"UGH!*@-!! BLUB! IS THIS ICE CREAM OR MASHED POTATOES?' MY HUSBAND YELLED. BECAUSE OF A SNATCHED PANTRY BULB, I'D USED COLD PORK GRAVY INSTEAD OF CHOCOLATE SAUCE! I'M CURED—WHEN G-E BULBS COST SO LITTLE!"
Mrs. E—, ST. PAUL, MINN.
"I WAS UP TO MY NECK IN EXAM PAPERS, STRAINING MY EYES, TILL I ACCIDENTALLY SNATCHED THE RIGHT SIZE G-E BULB—MY ROOMMATE'S 100 WATTER. NEVER KNEW HOW MUCH GOOD LIGHT HELPS A TEACHER!"
Miss I—, EAU CLAIRE, WIS.
"'YOUR FEET AREN'T MATES!'—THEY ROARED AS I APPEARED WITH ONE BLUE SHOE AND ONE BLACK—ALL BECAUSE MOTHER HAD SNATCHED THE BULB FROM MY CLOSET. NOW ANYBODY CAUGHT BULB-SNATCHING GETS FINED SIX NEW G-E BULBS!"
Miss O——, CLARKSBURG, W. VA.
"I FELL IN THE RIVER BECAUSE OF A SNATCHED BULB ON OUR HOUSEBOAT—LEARNED THAT RIGHT SIZE G-E BULBS COST A LOT LESS THAN CLEANERS' BILLS!"
Mrs. S—, LINNTON, ORE.
ANTI-BULBSNATCHING GUIDE
THE CURE FOR BULBSNATCHING AND ITS ACCIDENTS, EMBARRASSMENT, AND EYESTRAIN IS—GET RIGHT SIZES FROM YOUR G-E MAZDA LAMP DEALER! HIS ANTI-BULBSNATCHING CHART SHOWS CORRECT SIZES FOR EVERY SOCKET!
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LABOR

A Plan to End Strikes
BY PHILIP MURRAY

WAR

Hitler's New Scapegoat —the Catholics
BY ERNEST POPE

PEACE

How America Can Win It
BY VINCENT SHEEAN

IN THE NEXT ISSUE OF
LOOK
ON SALE FEBRUARY 10

SPOTLIGHT OF FASHION MANUFACTURER SOURCES

Page 62:

Knit suits, $2.75, from **McKem, Inc.**

Gordon striped socks, 29 cents a pair, from **Brown-Durrell.**

Sailor suit, $2, from **New Idea-Yankee Togs.**

Soldier doll, $1.95, from **Effanbee Doll.**

Checked coat and Eton cap, $10.95, from **Mode Kiddie Coats.**

Page 63:

Ribbed cotton underwear, $1.40, from **Vanta Baby Garment.**

Slippers, $2.65, from **Swan Slipper Co.,** Baltimore, Md.

White moccasin oxfords, $3.85, from **S. Waterbury & Son.**

Party dress, $2, from **Joseph Love.**

Shetland tweed coat and bonnet, $10.95, from **Julius Katz.**

Printed cotton-knit pajamas, $2.25, from **William Carter.**

Flowered seersucker nightgown, $1.65, from **Acme Underwear.**

PHOTOQUIZ ANSWERS

(Pages 8-9) 1—(b) submarine. 2—(c) gunwale. 3—(a) burro. 4—(d) Rickenbacker. 5—(b) the timber line. 6—(a) stern. 7—(c) plane carrier. 8—(c) halberds. 9—(a) parachute. 10—(d) sandpapering. 11—(b) Chinese checkers. 12—(c) jockey. 13—(a) fly front. 14—(a) an outboard. 15—(c) make-up artist. 16—(a) Lewis; John L. 17—(d) drummer. 18—(c) transparent. 19—(b) differential. 20—(c) a Windsor.

DURING "BLINDFOLD MONTH"—in the instructor's first year—he learns the limitations and capabilities of the blind. (Also some of their useful tricks: When eating, for example, many blind people conceive of plates as clock faces, locate meat, say, at figure six, potatoes at nine.) At this time the instructor gets the same one-month course (with a trained dog) that blind students get. This includes: lectures; care of a dog; posture correction (there's a tendency to crouch); and harness work—first on the grounds, later on side streets, finally in busy traffic.

CONSTANT COMPANION of the instructor during his "blindfold month" is the one dog he's caring for and learning to work with. These dogs are extremely responsive to affection, and it's wise to give them a pat on the back or a few kind words whenever they do a good job. Situations in which they are particularly helpful are: getting on and off busses, through revolving doors, into elevators. Many Seeing Eye dogs are trained so that, on coming to an elevator, they will point their bodies in the direction of the button and bring masters within reaching distance.

THE DOGS' BIG TEST is when a blindfolded instructor takes them through heavy traffic. Vice-President Humphrey (left) passes judgment. Though Seeing Eye dogs usually depend on orders like "Right" or "Left," they display great initiative and capacity to disobey intelligently. They cross streets only when they are satisfied the way is clear. They disregard "Forward" orders whenever obstructions lie ahead, take detours instead. One dog, whose blind mistress fell in the middle of an icy highway, quickly took her by the collar and dragged her safely to the curb.

DEBETAZ GUARDS A STUDENT against a common error—overshooting the dog at curbs. (Here dog always stops; student should find step with foot. On long stairways, student finds last step the same way, anticipates it by noting changing angle of dog's back.) At first, the blind follow the dogs reluctantly, later walk faster than most pedestrians. Seeing Eye dogs are used by reporters, farmers, college students, factory workers. Recently a Seeing Eye graduate was signed up for civilian-defense work when he noted proudly that he'd be useful in black-outs.

END

—SAYS "OLD SARGE"

We're never safe from worms. But we've got their number. We lick 'em with Sergeant's SURE SHOT Capsules before they do their dirty work. (Puppy capsules for small dogs.)

Quick attack is the best defense against worms. And Sergeant's Dog Book helps you tell the symptoms.

Sergeant's medicine line is the defense line for *your* dog's health—from SURE SHOT to Vitamin Capsules. At drug and pet stores—*free* Sergeant's Dog Book, too.

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Please send me a free, 40-page, illustrated Sergeant's Dog Book.
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How to Improve Your Skiing

by OTTO LANG

Internationally noted skier, author of "How To Ski," head instructor at Sun Valley—top U. S. skiing resort

As a means of getting somewhere over snow, skiing is ancient. As a popular sport, it is still an infant. But in the past 10 years it has become a very robust infant, as 2,000,000 Americans have turned it into a full national craze.

Most of the new addicts have learned the thrill of skiing—the exhilarating, breath-taking speed that seems faster than flying. Fewer have learned the *art* of skiing—the control that turns reckless speed into regulated motion. You'll enjoy the speed more—and in better health—if you first acquire control.

First, you must get a pair of skis that fit you. The best rule is the old one: Stand straight, stretch your arm up; and the ski tip should touch your palm. Skis are made of many woods, but hickory has proved consistently best. For the rest, you need bindings, poles, a good pair of boots and warm, moisture-resistant clothing.

Your actual course of instruction will vary with the particular ideas of your teacher, but the general fundamentals, as I teach them, are outlined in these pictures which I posed especially for LOOK.

Whether you are a beginner just learning to walk on skis or an expert polishing up your christies, you must never forget that the whole problem in skiing begins and ends in the action of the knees. They must always be springy, ready to give and take in response to the terrain and the nature of the snow. When you have learned to press your knees forward, relax your body and adjust your weight, you will find yourself a true skier.

THE THRILLS that come with skill in skiing are illustrated by expert Lang's "gelaende-sprung." This "land spring"—essentially a small jump—is used to negotiate a sudden, small decline.

Grip the poles by sliding your hands up through the loop (left), closing fingers around the handle (right). Poles help in climbing and walking and as a balance in downhill running.

Properly adjusted bindings (devices that attach boot to ski) are essential. The shoe is held securely in line by the toe iron. Around the heel goes a heel strap—usually a metal spring—which can be adjusted to hold the heel close to the ski for downhill running (as here) or to loosen it for climbing. Adjustment is made by the front clamp and by using either of the two side notches.

Skiing clothes should be chosen less for fashion than for comfort. Your jacket should be windproof and big enough to cover a heavy shirt and sweater. The pants should be waterproof and full enough for free action at seat and knees. Your boots are as important as your skis; they must be large enough for comfort, snug enough for control of the skis and as waterproof as possible.

Learning to walk on skis is the first step in skiing. Simply glide along a level without lifting the skis; keep them in line and close together. As the right leg goes forward, the knee bends, and left arm and pole move forward and push back to help out. The most important thing is to relax and push along in a smooth, continuous stride.

After you've learned to walk, practice this side step, the simplest way to climb or descend a short, steep slope. Duplicate pattern of a staircase by lifting right ski while pushing down with left pole, and vice versa. Tilt knees slightly into the slope so the ski edges grip. Combine this with walking to make an uphill climb.

1 **The kick-turn** is the easiest way to change direction. Stop, line your skis up close together and lift one of them up in the air, clear off the snow.

2 Swing the uplifted ski around and turn its tip in the opposite direction as you lay it down alongside the other ski. Things look bad for you, but . . .

3 Now you simply pick up the right ski and swing it over into line. The name "kick-turn" comes from the little kicks needed to swing ski tips about.

The herringbone looks awkward but is a good way to climb a steep incline. The tips are spread apart, and the inside edges turned into the slope so the skis won't slide. The climb is accomplished by picking up the skis alternately while bending the knees and pushing with the poles.

The fundamental running position is called "schuss," meaning straight run. Skis are parallel, two to five inches apart, with one slightly advanced to feel the way. Body is in the all-important "vorlage" (forward lean) position, with knees bent, shoulders well forward.

CONTINUED ON NEXT PAGE

Now Rid Your Hair of Dull Soap-Film with Modern Halo Shampoo!

Ask beauty experts! They'll tell you that old-fashioned soapy shampoos leave a dull soap-film on your hair, rob it of beauty.

That's why women by the thousand are switching to ultra-modern Halo Shampoo!

You see, Halo contains no soap . . . therefore can leave no soap-film!

Halo shampoos your hair with a new-type ingredient, leaves it aglow with all its natural color and luster.

What's more, Halo will remove dandruff from your scalp—first time you use it!

And Halo makes a billowy lather in hardest water . . . washes hair so clean there's no need for any lemon or vinegar after-rinse!

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One of the *many* advantages of using Zemo on skin and scalp is that it's such a clean, stainless, invisible *liquid*. Apply anytime—it won't show on skin. Over 25,000,000 packages sold. First trial convinces! 35¢, 60¢, $1.00. At all drugstores.

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304 EAST 42ND STREET - NEW YORK
SINGLE with BATH from $2
DOUBLE with BATH from $3
Guy P. Seeley, Manager

When you've learned the stem turn, you've learned to ski

1 This snowplow position is the key to control over speed and change of direction. It is achieved by bending the knees in, pointing ski tips together and pressing the V-shaped skis out to the sides.

2 From the snowplow, you go to the basic stem turn. Here I want to turn right. I move the left ski to a semi-snowplow or stem position, its tip pointing to the right, forcing me in that direction.

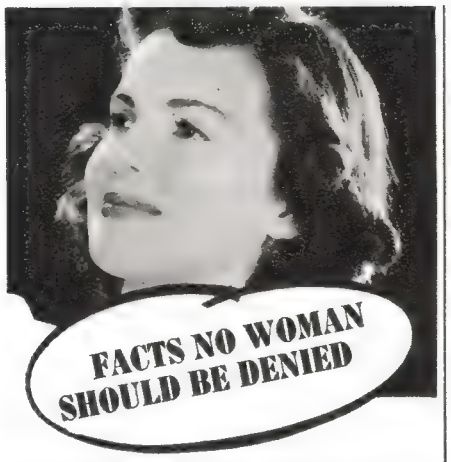
3 This picture, halfway through a stem turn, shows the crucial placement of weight on the outside ski. Leaning *away* from the slope seems awkward, but is essential to make that ski swing you about.

4 As the stem turn nears completion, the body has swung to the right. Now, the inside ski is gradually brought into line with the other ski, and the body is returned to the basic running position.

The stem Christiania turn is but a step from the stem turn. Chief difference is that in the stem turn the skis are steered together gradually by stemming, whereas in the christie they are brought together by swinging, skidding motions which permit sharper turn and greater speed.

The parallel Christiania is characterized by the fact that both skis are parallel throughout the turn. It is done by leaning on the tips of the skis, lifting their back ends to change direction. This beautiful maneuver is the dream of all skiers but takes many years of practice.

END



Safe New Way in Feminine Hygiene Gives Continuous Action for Hours

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LOOK
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WE-ALL

The Japanese attack on the United States instantly changed our trend of thought in this country.

Before that attack some of us thought in terms of "I", others in terms of "we". Neither of those terms expresses our feelings today.

"I" represents only one person.

"We" may mean only two or a few persons.

Our slogan now is WE-ALL, which means every loyal individual in the United States.

We are facing a long, hard job, but when the United States decides to fight for a cause, it is in terms of WE-ALL, and nothing can or will stop us.

President Roosevelt, our Commander-in-Chief, can be certain that WE-ALL are back of him, determined to protect our country, our form of government, and the freedoms which we cherish.

President,
International Business Machines Corporation

THE Spotlight OF Fashion

Very Young America Spruces Up

Clothes-conscious kiddies approve LOOK selections; stylists and mothers applaud

From toddlers to teens, children know what they want to wear—'specially if they're little girls! And, to help Mother adorn her small fry in fashion, without too greatly straining the budget, LOOK dresses pert Miss Judith Young (22 months) and Master William Cheney (20 months) in styles approved by everyone—and the children, too!

Here are feminine fashions for a smart little lady—and clothes for a lad who is anything but sissy. Clean-cut and serviceable, colorful and properly cut to fit—these clothes are like Mother's and Dad's . . . the very things that the well-groomed tot will wear happily because they're comfortable and trim. LOOK shows you today the clothes for very young Americans of springtime, 1942.

Fashion Spotlights are sold at leading stores. Some prices are slightly higher in Far West. Names of manufacturers: page 56.

Judy "welcomes" her guest. Bill has stopped to pick up his girl; they're going to a party! Her dress is a "Little Miss Muffet"; his suit, a "Little Boy Blue"—it says so on the collars! Each, $2.75. Their socks are alike, too: classic navy with white stripes. Cost, 29 cents.

Bill is a dapper escort. His preshrunk poplin sailor suit is trimmed with gold braid and gilt miniature buttons—very nautical and nice—with a most practical E-Z-E G-I-V fastening for young trainees. The suit, $2; army doll, $1.95.

"Mothers take so long to dress!" Here they are, ready to go. But they've got to wait for Mother, who provides cookies to mask the delay. Bill's hound's-tooth tweed coat and Eton cap are masculine as Dad's; price, $10.95. Miss

Milady selects her shoes — they've got to be "special" for the party! Here Judy is seen in her English ribbed "training suit," $1.40. Her red calfskin slippers and kidskin boots are $2.65 per pair; the white elk moccasin oxfords (her party shoes) are $3.85 a pair.

Judy's a doll, and here she is, dressed for the party. Her dirndl dress of Teca spun rayon has a dotted-swiss bodice with tiny puffed sleeves and a square neck with eyelet embroidery. Only $2.

Judy's coat, of Shetland tweed, all wool, is lots like Mother's own, with its double-breasted closing, stitched bow detail and doll-like bonnet of matching tweed. Blue or rose color. They're $10.95 complete. (Try these on brother and sister!)

After the party's over. Judy's going to retire in her flowered seersucker gown ($1.65 and grown-up as anything!), while Bill, the overnight guest, is off to dreamland in printed cotton knit pajamas (with extra pants, $2.25).

Coed Frances Thurman takes a tumble. The atmosphere was strained after the service boys' first introduction to the girls until the dip in the pool broke the ice.

In the receiving line, on a rocky ledge just above the pool, service boys are introduced to the coeds.

"Date Leaves" in Hollywood

Coeds help the Gene Raymonds give service boys a gay Sunday

Every other Sunday the Gene Raymonds (she is Jeannette MacDonald) invite 10 boys from Uncle Sam's services — soldiers, sailors and marines—to be guests at their Bel-Air home in the hills just beyond Hollywood for what they call a "date leave" party.

To make things gayer, they also invite 10 girls from the University of Southern California and the U. of California at Los Angeles.

Here's the log of a recent "date leave":

1 p.m.—The boys arrive and are introduced.

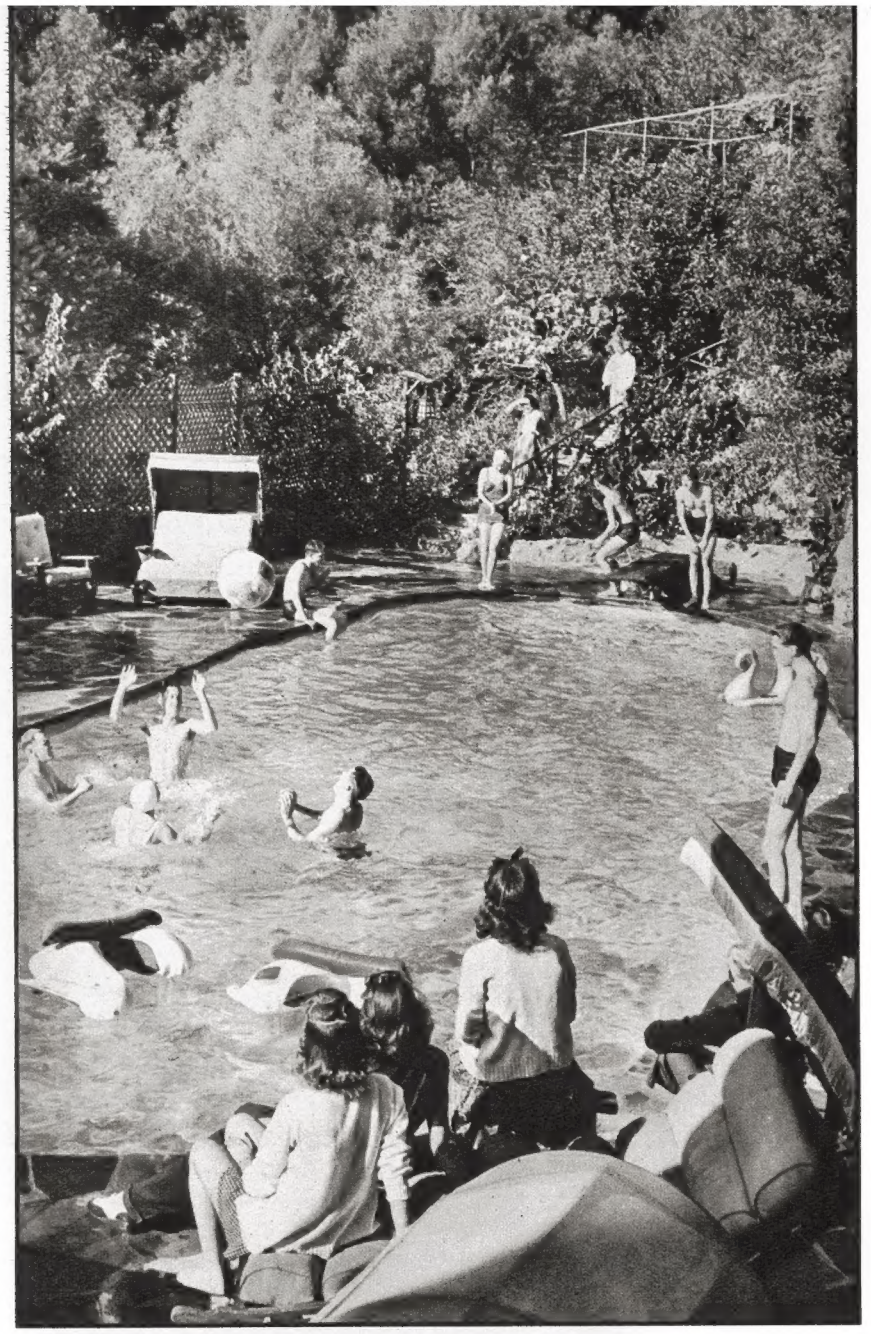
1:30—They all go into the pool and begin to strike up conversations.

3:45—Girls ask the boys if they're jitterbugs. Two are. The dancing begins.

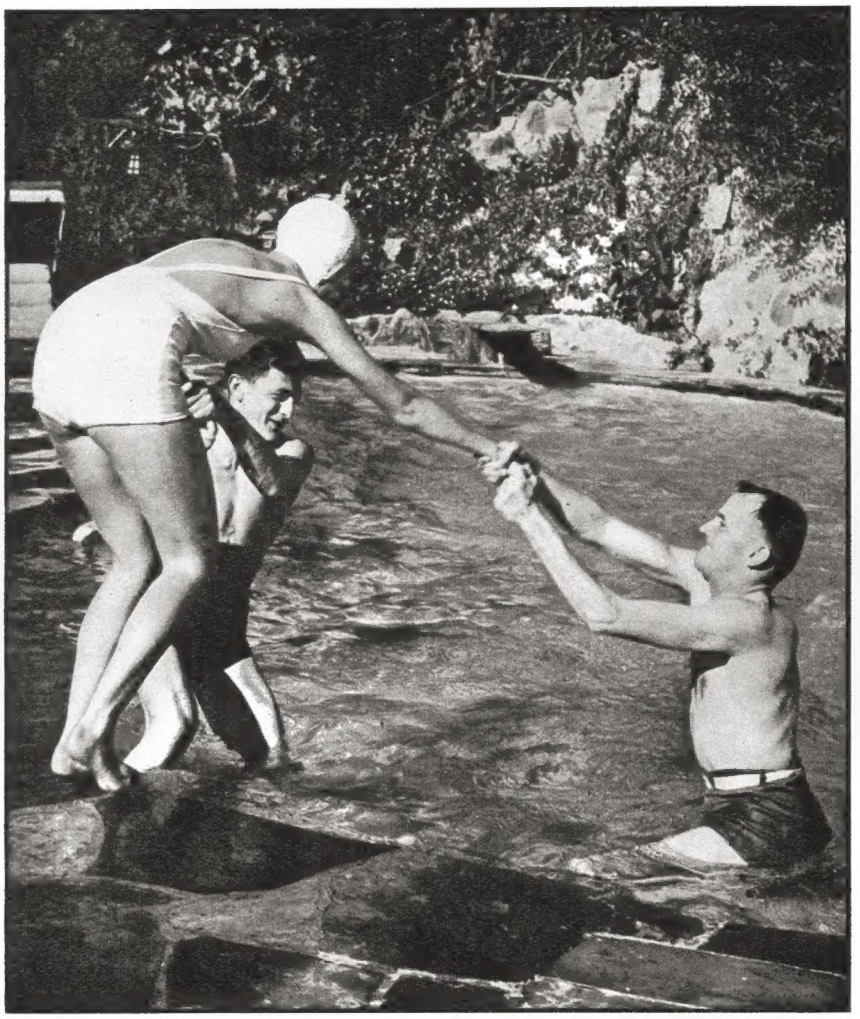
5:00—All go indoors for dinner: fried chicken, mashed potatoes, peas and ice cream.

6:30—They move out into the playhouse, sit in a circle and sing old songs.

Photographer Gene Lester went along, and took these pictures for LOOK.



Water polo. A minute later sailors, marines were lined up against the army.



Two of the boys help Gladys Crail overcome her reluctance to get wet.

CONTINUED ON NEXT PAGE

Identical Usack Twins Prove

PEPSODENT POWDER

makes teeth

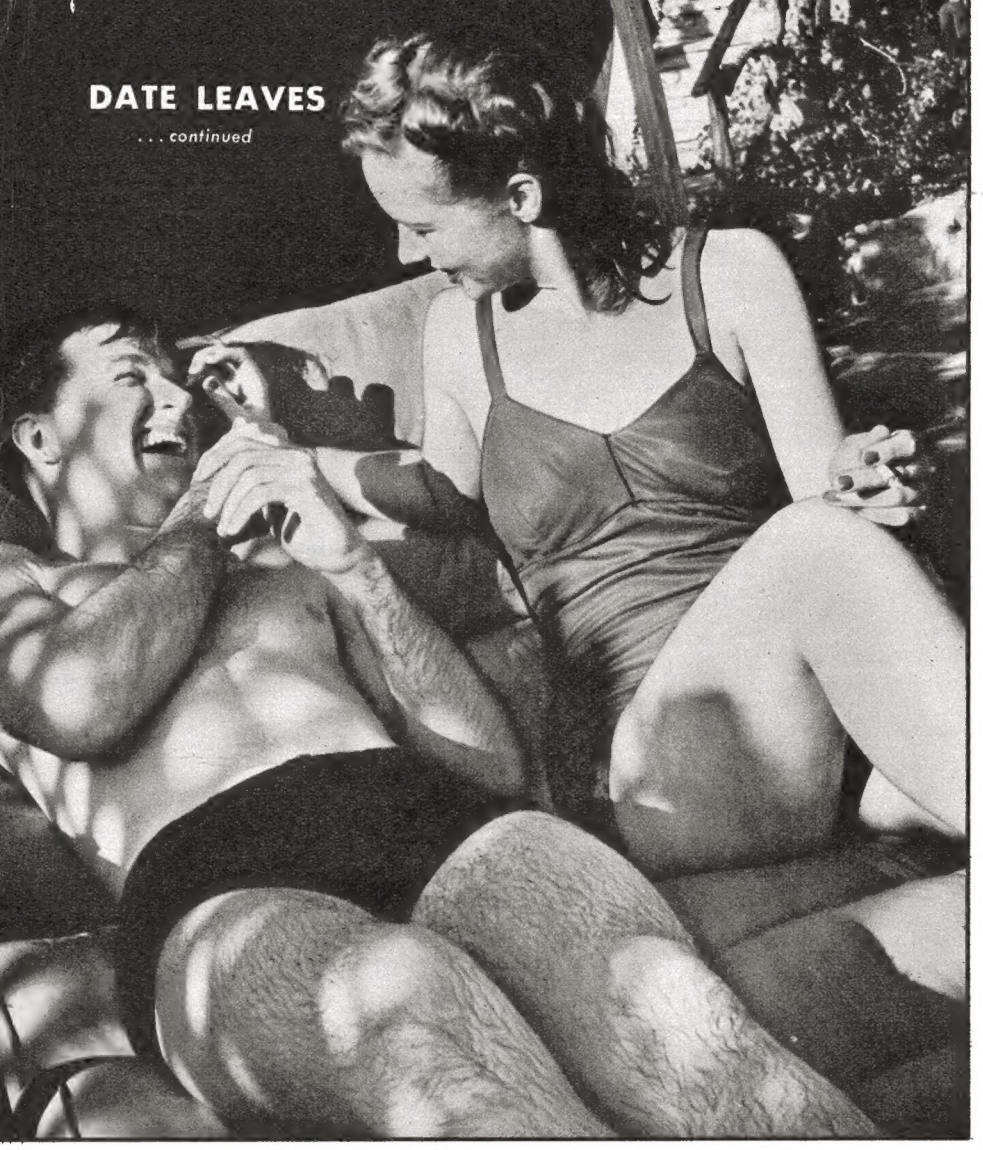
TWICE AS BRIGHT

"It's fun being twins! So many unexpected things happen...like our recent test with tooth powders. Lorayne decided she'd use a well-known leading brand. I chose Pepsodent. What happened was simply amazing!"
"It was like wearing name plates! Pepsodent made my teeth *so much brighter* that people said they could easily tell us apart by our teeth! I never dreamed there was *that* much difference in tooth powders!"
PEPSODENT TOOTH POWDER
"We Double-Dare you to tell us apart . . . we're both using Pepsodent now!"
USACK TWIN TEST AGAIN CONFIRMS THIS FACT:
INDEPENDENT LABORATORY TESTS FOUND NO OTHER DENTIFRICE THAT COULD MATCH THE HIGH LUSTRE PRODUCED BY PEPSODENT. BY ACTUAL TEST... PEPSODENT PRODUCES A LUSTRE TWICE AS BRIGHT AS THE AVERAGE OF ALL OTHER LEADING BRANDS!
PEPSODENT TOOTH POWDER

For the safety of your smile . . . use Pepsodent twice a day . . . see your dentist twice a year.

DATE LEAVES

. . . continued



Sailor Brady Bartlett tells Marie Whitmore the latest quarterdeck gag.

Jeannette shows Private Bob Brown some steps; Gene dances with Virginia Coster.

Coming from the pool, Esther Fromm gives Private Schmid a hand up . . . .

A little later, Private Schmid does same for Esther, who almost missed the top step.

Private Johnston of the Marines shows Helen Starr, Virginia Coster and Nancy Nervig how to keep a plane level.

Sailors Bartlett (left) and Jordan swap yarns with Marine Johnston. The party winds up with community singing.

END

SENSATIONAL NEW TRANS-OCEANIC PORTABLE RADIO

ONLY ZENITH HAS THIS!

•The first and only portable radio guaranteed to receive Europe, So. America or the Orient every day, or your money back. It also brings in foreign short wave reception on trains, planes, ships.

PRICE COMPLETE $75.00*

U. S. PATENT NO. 2164251 AND 2200674

Wavemagnet and *Shortwave*-Magnet

Built-in Movable for standard and short wave reception in trains, planes and ships

In local radio broadcasting blackouts and electric power shutoffs, this new portable radio enables you to listen direct on its own battery power to America's powerful short wave stations which may be your only source of instruction and information during emergencies.

FIRST TIME! Personal short wave radio reception from our own or foreign continents—at home and while you ride in planes, trains or ships!

FIRST TIME! A portable radio that gives domestic short wave reception in locations where broadcast does not penetrate in the daytime.

FIRST TIME! The miraculous time and band buttons. Pre-set the pointer—"Press a button . . . there's Europe."

FIRST TIME! On conveyances—on land—sea—air—choice of portable radio reception with built-in movable broadcast Wavemagnet and *Shortwave*-Magnet.

FIRST TIME! Band Spread makes foreign station tuning on a portable radio as easy and simple as ordinary radio broadcast tuning.

FIRST TIME! Logged at the factory on short wave broadcasts . . . A convenient logging chart on inside lid of cover is pre-logged by factory experts. Shows exactly what stations are found on each wave band and at what number on the dial.

FIRST TIME! Zenith famous Radiorgan Tone Device on a portable radio.

POWER—from self-contained battery and standard lighting current ingeniously interchangeable at a second's notice. Also, Telescope whip aerial for use in getting *extra* distance.

WATCH your Zenith dealer's window. Don't miss this NEW ONE!

EARPHONES for privacy. Special low impedance earphones for sporting events, traveling and the hard-of-hearing (extra equipment).

WORKS on light socket or battery.

ZENITH DE LUXE COSTS MORE — BUT *DOES* MORE

**Western prices slightly higher. Prices subject to change without notice.*

ZENITH

TRANS-OCEAN CLIPPER

DE LUXE PORTABLE RADIO

AMERICA'S OLDEST MANUFACTURER OF FINE RADIOS FOR THE HOME

Actual color photograph—James R. Callis, Jr. shows a leaf of fine, light tobacco, before aging.

Lucky Strike means fine tobacco

"TOBACCO like this, that's milder and better-tastin', is bound to be expensive," says James R. Callis, Jr., tobacco warehouseman of Willow Springs, N. C. "But it's the leaf Luckies want, and sure as shootin'—they pay the price to get it.

"I've watched Luckies pay the price at auctions all over the tobacco country—that's why Luckies are *my* cigarette!"

Smokers . . . choose your cigarette for the tobacco that's in it. And remember, you can enjoy milder, better-tasting leaf—the kind that costs more money at the auctions—in Luckies.

To independent tobacco experts—auctioneers, buyers and warehousemen—Lucky Strike *means* fine tobacco. Next time, ask for Lucky Strike!

WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1

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